



Linsey Shelton

CONTACT

 (301) 675-9030

 linsey@riverside.services

 linseyshelton.wixsite.com/intro

WEB DESIGN

- Wix ★★★★★
- Joomla ★★★★☆
- WordPress ★★★★☆
- DotNetNuke ★★★★☆
- Solution Design ★★★★★
- SEO ★★★★☆

EMAIL MARKETING

- Constant Contact ★★★★★
- Mail Chimp ★★★★★
- Pardot ★★★★☆
- Marketing Cloud ★★★★☆

SOFTWARE

- Microsoft Suite ★★★★★
- Adobe Acrobat ★★★★☆

ABOUT ME

- Innovative and enthusiastic Digital Project Manager and Web Designer with keen ability to define user journeys for multiple consumer channels and translate user stories into actionable plans.
- High-performing creative thinker, skilled in managing digital projects from inception to completion with a passion for organization and communication.
- Respected for timely, succinct communication and data analysis via effective project summaries and presentations that provide key insights for business growth and exposure.

EXPERIENCE

IT & MARKETING OPERATIONS DIRECTOR 2016 – Present
Obesity Prevention, Policy and Management, Inc.

- Manage day-to-day project work from inception to completion including project planning, resourcing, coordination, and documentation.
- Administer Salesforce for healthcare data and develop custom functionality as needed.

WEB DESIGNER AND BUSINESS SOLUTIONIST 2014 – Present
Riverside Services

- Strategize with local business owners to design and implement cost-effective, efficient, and scalable cloud-based IT structures and business solutions that do not require outsourced maintenance.
- Design and develop content for web, print, and presentation; unify brands, create compelling publications, and streamline cumbersome processes.

WEB PORTFOLIO MANAGER 2014 – 2016
RSR, Inc.

- Managed a portfolio of healthcare and corporate websites including design, launch, and maintenance phases; solidified brand management and collateral.
- Updated content within Joomla, WordPress, and Google Sites; prepared and edited publications, presentations, and Adobe forms; administrated GSuite and Salesforce.
- Improved HR onboarding and new employee orientation bringing the CEO's welcome experience to fruition.

CLOUD

GSuite Administration	★★★★★
Salesforce Administration	★★★★☆
GoToMeeting	★★★★☆
Uber Conference	★★★★★
Asana	★★★★☆

STRATEGIC

Remote Teaming	★★★★★
Brand Management	★★★★★
Project Management	★★★★★
Reverse Engineering	★★★★★

PERSONAL

Effective Communicator	★★★★★
Meticulous & Analytical	★★★★☆
Progressive, Critical Thinker	★★★★★
Adaptable	★★★★★
Problem Solver	★★★★★

WEB CONTENT MANAGER

2009 – 2014

CACI, Inc.

- Teamed with content experts, leadership, and technical staff to develop a secure website for a small Naval activity that delivered readable technical safety expertise to sailors stationed domestically and internationally.
- Designed and maintained content within DotNetNuke, an open-source content management system.
- Prepared and edited high-visibility publications, presentations, and Adobe forms.

VOLUNTEER AND PRO BONO WORK

AZURE B, LLC

Designed website, streamlined business processes, built email marketing templates and executed special campaigns.

SHELTON APPRAISALS

Transitioned brick & mortar real estate appraisal firm to the cloud.

SHELTON FAMILY CHIROPRACTIC

Developed 1st website on free platform and collaborated with business owner to design business systems and branding for launch, including accounting software and GSuite.

EDUCATION AND TRAINING

BACHELOR OF ARTS

Political Science/International Relations
Moravian College, Bethlehem, PA

CERTIFICATION

Printing & Graphic Design
Charles County Career & Technology Center, Pomfret, MD