Ivan Woodard

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Experience

WEB CONTENT COORDINATOR, KOBRAND WINE & SPIRITS, PURCHASE, NY — APRIL 2022 - PRESENT

- Builds brand landing pages, product pages, and uploads digital content (text, graphics, video, etc.) in the company's CMS, while working with web developers on implementing new features based on previous analyses of metrics and internal client requests.

- Coordinates with the art and marketing department on timelines to ensure digital assets are in accordance with publication schedules. Creates small promotional websites in WIX and Squarespace for brand launches.

- Manages the digital asset database for over 3,000+ products. Maps corporate data fields to retailer requirements and delivers required digital assets to retailer platforms.

DIGITAL MARKETING INTERN, GREYSTON BAKERY, YONKERS, NY — FEBRUARY 2022 - APRIL 2022

- Analyzed engagement and tracked conversions using Google Analytics and utilized HubSpot to determine the best keywords. Created goals for ad campaigns based on data findings and conceptualized content for holiday/event based marketing goals.

- Created digital content for social media channels using Canva, Illustrator, InDesign, and Photoshop.

WEB DESIGN INTERN, ARTS WESTCHESTER, WHITE PLAINS, NY — OCTOBER 2021 - APRIL 2022

- Assisted in maintaining, expanding, testing, and transcribing content from the older WordPress site into the new environment using the block editor, HTML and CSS coding.

- Created visual design content for new web pages and designed UI concepts in Figma.

MUSEUM COLLECTIONS ASSISTANT, HUDSON RIVER MUSEUM, YONKERS, NY — NOVEMBER 2019 - MARCH 2022

- Led a project to track and maintain the data of museum collection items in order to account of all objects during out-going and inbound exhibitions.

- Assisted in developing community engagement related business goals with the director in order to generate revenue through exhibitions and patron engagement.

Certifications

Salsify Product Information Management (PIM) - Administrator Level, March 2023

Education

Westchester Community College, Valhalla, NY — User Experience Design, 2022 - 2023

- PepsiCo Uplift Scholar (2020 - 22)

SUNY Purchase, Purchase, NY — MA/BA in Art History, 2015 -19

- Strypemonde Writing Fellow (2019)

Relevant Skills

<u>CMS/Web Builders:</u> WordPress | WIX | Squarespace | Adobe Experience Manager | Drupal
<u>Front-End Languages:</u> HTML | CSS | JavaScript
<u>Analytics:</u> Google Analytics
<u>Design:</u> Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Canva | Figma

Other/Volunteer

Volunteer Web Designer, Dobbs Ferry Food Pantry, 2021-present
Speaker - "Digital Collections for Small Museums", Collective Imagination, 2021