

Amy Heidbreder

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Objective

To influence campaign and organizational growth by developing interactive, easily navigable content solutions that are pleasant to interact with and enhance web based experiences, as well as push boundaries within traditional technological environments.

Education

University of Houston

- Bachelor of Fine Arts degree in Graphic Communications, May 2010
- Honors College

Professional Summary

Innovative Web Content Manager experienced in creating and maintaining web content on various web platforms with emphasis in front-end web development and email communications. Proven web developer and email communications specialist, with fluency in several coding languages. Influential technological specialist, knowledgeable in digital project planning for jobs ranging from website building, to platform migrations, to large scale user acceptance testing, to analytics reporting, to email strategy. Powerful and resourceful guide for managing large data systems, with familiarity in capturing, reconciling and using data for varying marketing purposes.

Skills

- **Employee Supervision:** Navigated a diverse staff's needs and maintained synergy within a small team of varying skillsets, while making sure tasks got completed in a timely manner.
- **Onboarding:** Experienced in onboarding and training new team members, including writing training documentation.
- **Data Migrations:** Helped manage large-scale data migrations, including multiple CMS, CRM and ESP migrations.
- **Quality Assurance:** Have lead multiple large scale user acceptance testing efforts, including recruitment of team members, developing and writing test scripts, managing test assignments and triaging bugs.
- **Project Management:** Managed projects of varying degrees of complexity and scale, ranging from internal marketing campaigns to large scale site rebuilds involving multiple third parties.
 - Proficiency in the following project management tools: [Azure DevOps](#), [JIRA](#), [Confluence](#), [Active Collab](#), [Slack](#), [Basecamp](#), [Microsoft Planner](#)
- **Recruitment:** Experienced in finding the right candidate for open roles.
- **Coding:** Developed large and small front-end web interfaces, including email templates from scratch.
 - Proficiency in the following coding languages: [HTML](#), [CSS](#), [PHP](#), [Javascript](#), [jQuery](#)
 - Experience with varying coding tools, including: [Visual Studio Code](#), [Dreamweaver](#), [XCode](#)
- **Content Maintenance:** Maintained content in the following Content Management Systems: [Optimizely](#), [Sitecore](#), [Wordpress](#), and custom built CMSs
- **Web Project Lifecycle:** Managed web projects from concept to fruition, including creating wireframes, leading scope meetings, meeting with developers, creating content and testing.
- **Analytics:** Built reports and evaluated data to help strategize how to most effectively communicate with a customer base digitally. Experienced building reports in Looker Studio, GA4 and the former GA.
- **Livestreaming:** Worked in multiple facets of livestreaming from launching, scheduling and moderating livestreams on varying web, app and social platforms to maintaining content on a VCMS.
 - Proficiency in the following video management tools: [Haivision](#), [Sardius](#)
- **Training:** Involved in the recruitment and training of team members and volunteers to assist with live engagement in the chats of large scale live stream events.
- **Data Mapping:** Advised on multiple projects regarding content data mapping and also segmenting and querying databases to most effectively target appropriate groups.
- **Graphic Design:** Designed for print, web and motion, and have spoken into direction of large scale design efforts.
- **Email Specialist:** Spoke into email marketing strategy and built robust email automations and templates from concept to fruition.
 - Proficient on the following ESPs: [Emarsys](#), [IBM Marketing Cloud](#)
- **App Maintenance:** Simultaneously maintained content on three different apps with multiple content management tools.
- **Social Media:** Managed a team that maintained content across 7 Youtube channels, the largest of which has a following of over 3 million.

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Exhibitions and Awards

- Member of 2012 Web Marketing Association's WebAward Winning Team for Outstanding Achievement in Web Development
 - Faith-based Standard of Excellence
 - Non-Profit Standard of Excellence
- University of Houston, Graphic Communications Senior Exhibition: *Unblock*, 2010
- University of Houston, School of Art Annual Student Exhibition 2007, 2008, 2009, 2010, juried

Organizations

- GCSA, Graphic Communications Student Association
- GAP, Graphic Alumni Partnership
- National Society for Collegiate Scholars
- Honors College

Skills (Continued)

- **Software Expertise:** Proficient on both PC and Mac Platforms in the Adobe Creative Suite, including Photoshop, InDesign, Illustrator, Dreamweaver; Sketch; Microsoft Office, including Microsoft Word, Excel, Outlook, Powerpoint, Microsoft Teams, OneNote, OneDrive.
- **Environmental Design:** Participated in a collaborative project with the Houston Food Bank to design the interior of the new Houston Food Bank facility, and the Greater East End for an environmental installation at Japhet Creek.

Experience

- Lakewood Church, 2018–Present, *Web Content Manager*
Responsibilities include overseeing a team of six staff members and maintaining a cohesive web content strategy across multiple web platforms; maintaining a robust calendar of scheduled livestream coverage, events and content releases for a team that did not all work the same schedules; recruiting additional team members to fill empty roles. strategizing with third parties to bring large scale web projects to life; speaking into UI/UX design to help optimize the look and feel for all websites and apps we service; creating robust QA plans and UAT scripts for large scale web testing efforts; staffing and executing UAT for large scale site launches; standing in as the team's technical lead and even developing and building pages where necessary; advising email team on strategy and providing technical guidance in updating email templates and getting email automations up and running; triaging reported bugs by Customer Service or other team members and making sure reported problems get resolved.
- Lakewood Church, 2016–2018, *Web Producer*
Responsibilities include overseeing the integrity of data captured by the ESP and CRM, and making sure both platforms are correctly communicating; strategizing and helping the Digital Content Specialist formulate ways to best serve ministries' needs in communicating with their followers; producing wireframes for website and email concepts; coding custom emails from scratch; implementing forms on websites to capture useful data; helping conceptualize, implement and build email automations; testing, reporting and assisting in debugging web related releases; communicating directly with customers and troubleshooting any deliverability related issues in our ESP; providing guidance as to technical direction for various web based marketing platforms.
- Lakewood Church, 2015–2016, *Digital Content Specialist*
Responsibilities include strategizing and managing the production of email campaigns from coding to scheduling; organizing large contact lists and making sure all email and digital communication campaigns respect legal constraints; website maintenance; building, releasing and managing the publication of digital magazine app; and providing leadership and insight from a coder's perspective on various web projects to troubleshoot or choose direction.
- Lakewood Church, 2010–2015, *Web Developer*
Responsibilities included website maintenance, building front-end interfaces from scratch based on photoshop documents, and building email blasts from scratch.
www.LakewoodChurch.com, www.JoelOsteen.com, www.IglesiaLakewood.com, www.LisaComes.com, www.VictoriaOsteen.com
- Houston's First Baptist Church, 2010, *Graphic Designer*
2009–2010, *Graphic Design Intern*
Responsibilities included design of stationary system, posters, ecards and website maintenance.
www.HoustonsFirst.org
- Devereaux Sporthorses, 2009–present, *Graphic Designer*
Responsible for logo, identity, web, web maintenance and print advertising design.
www.devereauxsporthorses.com

References available upon request.