

# ANN BONA

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(920) 367-3579

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2208 Jourdain Lane, Green Bay, WI 54301

HeyImAnn.com

## PROFILE

Front-end designer/developer and marketing and email automation specialist with more than six years of experience working remotely on a small team, managing projects from design to implementation with minimal supervision. Self-starting, problem solver excited to use my creative and analytical skills to implement and optimize marketing campaigns and make a difference.

## SKILLS

### // PROFESSIONAL

Front End Web Development & Design  
Copywriting & Copy-Editing  
Marketing & Email Automation  
Account Management  
Customer Service  
Event Facilitation & Execution  
Social Media Advertising

### // SOFTWARE

HTML/CSS  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Wordpress  
Active Campaign  
Infusionsoft/Keap  
Mailchimp  
Ontraport  
Clickfunnels  
Zapier  
Spiffy  
Vimeo  
Zoom  
Canva  
PayPal  
Stripe  
Word, Excel and Power Point  
Pages, Numbers and Keynote  
Gsuite  
Dropbox

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## EDUCATION

**BACHELOR OF ARTS DEGREE**  
St. Norbert College, De Pere, WI  
2006 - 2010

### CONTINUING EDUCATION

Drawing I  
Fundamentals of 2D Design  
Wordpress I  
Website Coding  
Web Scripting: Javascript  
Database Development  
DigitalMarketer.com Courses:  
Content Marketing  
Customer Value Optimization  
Customer Acquisition

## PROFESSIONAL EXPERIENCE

### MARKETING AUTOMATION SPECIALIST | FRONT END WEB DESIGNER/DEVELOPER | CONTENT MARKETER

WOW Marketing, Bowling Leads | Green Bay, WI (work remotely) | January 2014 - Present

**Part of a three person team creating and supporting lead generation systems and consulting with Magnetic Marketing and its subsidiaries.**

- Direct new client on-boarding for over 50 clients ranging from template choice to site and email marketing system launch, customizing the chosen template and implementing clients' ideas and desires while keeping customer experience and lead generation as top priority
- Provide client support, maintenance and troubleshooting of sites and systems for over 175 clients.
- Created 5 lead generating website templates to assist in sale of our membership system.
- Managed the development and implementation of two sales and marketing pipelines in Active Campaign. Communicated with clients to understand their sales and marketing processes. Provide continued support and maintenance for clients.
- Project lead for the development and launch of four chatbots, integrating multiple systems to take a lead from ad interaction to an email drip sequence.
- Facilitate all custom graphic projects, serving as the liaison between clients and our third party graphics team.
- Developed and routinely update membership website, providing a library of graphics, ideas, training materials and webinar replays.
- Implement sales funnel framework, design landing pages, set up integrations and create email automation work flows.

### FREELANCE DESIGNER AND DEVELOPER

Annie B. Creative Co. | Remote | November 2012 - Present

- Design and implement wireframes based off client goals, creating visually appealing, responsive websites. To date I have created 10 client websites.
- Create custom graphics and have created over ten logos.
- Designed and developed a membership site and course library and corresponding launch emails and training videos and materials so client can continue to update on their own.
- Produce blog post, newsletter and email schedule for clients, providing ongoing updates and reminders to implement their ideas to create visually appealing posts and email campaigns.

### ASSISTANT VARSITY SOCCER COACH

West De Pere High School | De Pere, WI | January 2016 - Present

- Assist in organizing, implementing and leading the team through effective practices and game plans to maintain interest and develop skills.
- Work with head coach to effectively communicate and address any and all parent, player and administration questions or concerns to facilitate appropriate and effective solutions.

### CLUB SOCCER COACH

De Pere Select | De Pere, WI | September 2006 - August 2011 & January 2014 - August 2018

- Organized and led six different teams to success on and off the field by conveying the importance of teamwork and self-discipline.
- Developed, planned and managed two effective and efficient trainings per week.
- Communicated directly with parents, players and administration to address any concerns and provide the best team atmosphere.

### MARKETING/DESIGN INTERN

Clark Associates | Lancaster, PA | March 2013 - October 2013

- Assisted buyers with design and development of new product packaging and participated in six branding/re-branding projects.
- Created and implemented monthly "Front of Store" merchandising and "New Items Posters" as well as July monthly flyer creating and editing proofs, banners and email campaigns.
- Performed monthly reporting activities for Vendor Marketing Reports, Monthly Marketing Reports, Period End Reports and seven weekly reports.

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## PROFESSIONAL EXPERIENCE (CONT.)

### MARKETING MANAGER / PARALEGAL

*Nell & Associates, S.C. | De Pere, WI | August 2010 - December 2012*

- Supervised the development and maintenance of the law firm website, created and implemented weekly social media and bi-weekly blog content schedule and oversaw four major firm events.
- Performed all accounts receivable duties and managed the Estate Planning practice.
- Served as first point of contact for new and existing clients and supported the office manager.

## EXTRACURRICULAR ACTIVITIES

### DIGITAL GURU (AND PLAYER!)

*Green Bay Glory | Green Bay, WI | 2018 - Present*

**A non-profit organization offering the highest level of amateur competition in Green Bay & surrounding areas as part of the WPSL**

- Built graphically appealing and highly functional website, with over 39,000 unique page views to date, showcasing the team story, roster, schedule, sponsors.
- Facilitated and implemented the set up and management of a ticket purchasing system.
- Brainstormed needs and created various award-winning graphics for use on website and all social media channels (2019 award recipient for Best Social Media Graphics).

### COMMITTEE MEMBER

*Midwest Regional Championship Series | Midwest Region | 2017 - Present*

**Featuring soccer teams from 13U -19U who compete for a spot at the USYS National Championships**

- Built and continuously update event dashboard for committee members to use for quick, on-the-go access to important team and event information.
- Perform data entry of all scores, cautions and red cards and major injuries, organizing the hold and return of all suspended players and their player cards.
- Serve as a headquarters contact for the week long event, fielding questions, concerns and issues from referees, committee members, parents and state representatives.
- Responsible for working with referee committee to prepare and organize necessary nightly game documents.

### CO-FOUNDER

*Captains Cup: A Cause for Haws | Green Bay, WI | 2014 - Present*

**An adult memorial soccer tournament and community kick off party event**

- Founder and organizer of a soccer tournament that established an endowed scholarship with St. Norbert College with an initial pledge goal of \$25,000 in five years (which we reached in three years).
- Spearheaded the addition of community event to increase awareness and participation, increasing our funds raised by over \$1,000 a year.
- Formed a five person event committee to oversee continued growth, direct volunteers assisting with preparations and day of event needs.
- Create graphics, email campaigns and informational documents for kick off party and tournament.

### LOCAL ORGANIZING COMMITTEE MEMBER

*Midwest Regional Championship Series | De Pere, WI | 2011 - 2015*

- Chaired e-commerce preparation and planning and served as club representative in development of a solid bid proposal for the 2015 event.
- Created 26 page website with the ability to pre-order parking passes and t-shirts via PayPal and sign up to volunteer directly on website.
- Organized and supervised sales of t-shirts (2011 only) and parking passes and successfully handled any participant issues for the 2011 and 2015 event.