

HEATHER GARDNER

<https://www.linkedin.com/in/heather-gardner/>

Sun Prairie, WI
608-516-1623
heather@hgardner.com

SUMMARY

Knowledgeable web professional with extensive experience in the design, development and support of multi-functional, dynamic websites. Proven passion for identifying a business's online needs and analyzing project hurdles to deliver maximum results with minimal complications. Enjoys mentoring and coaching employees, helping them reach their highest potential.

TECHNICAL SKILLS/APPLICATIONS

- PHP, HTML5, JavaScript, MySQL, CSS
- REST API
- WordPress
- Ecommerce
- Google Analytics and Tag Manager
- Foundation Responsive Framework
- cPanel/WHM
- MailChimp

MANAGEMENT SKILLS

- Team Leadership
- Customer Service
- Budgeting
- Training
- Interdepartmental Collaboration

SOFTWARE

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Dreamweaver, Acrobat)
- Social Media Management (Facebook, LinkedIn, Pinterest, YouTube, Twitter, Instagram)
- Microsoft Office (Word, Excel, Access, Outlook, PowerPoint, Publisher, OneNote)
- Google Drive, Docs, Sheets
- Zoom, Slack, Skype
- ClickUp
- QuickBooks

EXPERIENCE

TORMACH, INC - WAUNAKEE, WI	2010-2018
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Premier manufacturer of affordable CNC mills and accessories.

WEB TEAM LEAD (WEB AND IT MANAGER) - (FEB. 2017- SEPT. 2018)

Managed two-member website development team and IT systems admin. Directly supervised all projects, priorities and expenses as well as employee career coaching and compensation reviews. Developed annual departmental budgets for website and IT departments. Directly collaborated with executive management, department managers and employees on project coordination, strategic planning and to scope projects, lending technical insight to initial discovery. Managed company PCI compliance. Selected and managed third party vendors and contractors to support in-house development.

- Managed, customized and developed company ecommerce site grossing over \$24 million in annual sales.
- Managed custom website integration with Acumatica ERP, facilitated migration of company financial data, product data, and support data from QuickBooks and MS Access databases to cloud based ERP. Migrated over 10 years of customer records as well as thousands of products support cases.
- Oversaw website migration from CMS Made Simple to WordPress multi-site. Updated and moved hundreds of pages, FAQs, and documents, into posts, pages and custom post types. Utilized AWS and CDN image hosting for all ecommerce and site images. Worked directly with marketing and support teams for theme customizations to follow company branding guidelines.

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EXPERIENCE (CONT)

TORMACH - MULTI-MEDIA SPECIALIST (JAN. 2010- FEB. 2017)

Responsible for day-to-day management of the three company websites, creation of website content, management of company social media presence, creation of email marketing campaigns as well as printed marketing materials.

- Customized company php ecommerce system to support unique ecommerce requirements, including product packages and multi-product purchasing. Expanded overall site to support rapid ecommerce growth from \$4 million in sales to over \$24 million.
- Upgraded and expanded MS Access product support database improving product technical support and to track product histories.
- Upgraded static html site to dynamic CMS based site, improving site management efficiency, speed and support.
- As a member of the company employee-ownership committee, worked to improve employee understanding and participation in company ESOP as well as improve cross departmental company communication and efficiency.

EN CHEM, INC / CHEMISPHERE, INC - GREEN BAY, WI

1998-2009

Environmental services company including soil and water testing, remediation services and soil sampling equipment.

MARKETING & MULTI-MEDIA SPECIALIST (JULY 2004 - JAN. 2009)

Designed all print and electronic marketing materials for company and its three subsidiaries, including websites, printed promotional materials, tradeshow materials, press releases, and various electronic media. Edited and retouched product and marketing images.

INFORMATION SYSTEMS MULTI-MEDIA SPECIALIST (AUG. 1998 - JULY 2004)

Designed all corporate print and electronic marketing materials. Designed and developed website with e-commerce system for product distribution subsidiary as well as corporate intranet. Designed and managed company web-based systems including corporate employee time reporting system, in-house project tracking system, and corporate document libraries. Provided secondary support for Information Systems Department, including Laboratory Information System (LIMS) and Microsoft Office.

EDUCATION

Bachelor of Arts in Journalism - University of Wisconsin, Madison 1995

Additional Courses -

Launch into Leadership - Small Business Center, University of Wisconsin School of Business - Sept 2017

Google Analytics 101, 201 and 301 - Cardinal Path

Google Tag Manager - Lunametrics