

ETAIH VAN HERWERDEN**Digital Marketing**www.etaih.com[linkedin.com/in/etaih](https://www.linkedin.com/in/etaih)**EDUCATION****General Assembly***User Experience Design**Immersive Program*

(2017-2017)

Santa Monica College*Associates of Arts Degree*

(2009- 2012)

SKILLS

Planning

Executing

Reporting

Setup & Scheduling Campaigns

Rapid Prototyping

User Experience Design

Knowledge of HTML & CSS

TOOLS

Microsoft Suite

G Suite

MailChimp

Salesforce

Sketch

Illustrator

Photoshop

Google Analytics

WordPress

SUMMARY

I'm a user experience designer with a background in planning, executing, and reporting email marketing campaigns.

EXPERIENCE**Santa Monica Seafood (Grass-Fed Beef Program)***Design & Marketing, April 2017 - Current*

Santa Monica Seafood has partnered with Cape Grim to provide their customers with high quality grass-fed beef in their foodservice department.

- Managed all digital marketing efforts through social media and email campaigns
- Tracking and reporting all marketing data (email analytics, engagement, conversion)
- Designed the digital product knowledge base for SMS salespeople

ThinkCulinary*Marketing and Operations Manager, August 2015 - February 2017*

ThinkCulinary is an e-commerce platform for chefs to find new and unique food products.

- Responsible for the overall design and managed the development of the digital platform to create a user-centric interface on desktop, tablet, and mobile devices
- Managed all digital marketing efforts, SEO, email campaigns, and analytics

PROJECTS**JDxSafeFlight (Pro Bono)***UX Designer (as part of General Assembly), November 2017*

A mobile and desktop application to help law enforcement monitor, process, and cite illegal drone activities

- My role within my team in this project was to find and interview users, competitive and comparative analysis, low to high fidelity designs, prototyping, and task analysis
- Through user interviews and testing, we were able to better understand the needs and pain points of law enforcement officers
- By sketching and creating low fidelity mockups, I was able to test and ideate on the designs to strategically create the high fidelity designs for a seamless, intuitive user experience