



Serenity Forschen

Marketing & Communications Professional

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Dedicated and tech-savvy professional with a comprehensive skill set in website management, design, accessibility (508/WCAG) compliance, and marketing. **10+ years of experience** focusing on the right message delivered to the right audience at the right time, creating trustworthy, appealing digital ecosystems ensuring seamless user experiences.

Knowledge

Professional Skills

Content Marketing, **Website Management**, Social Media Marketing, Team Leader, Critical Thinker, Art Direction, Process Development, Brand Management, **Graphic & UX Design**, Direct Marketing, **Project Management**, Strategy & Research

Tech Skills

HubSpot, **Figma**, Smartsheet, WordPress, **Web Design (HTML & CSS)**, Accessibility Compliance, **508/WCAG**, Data & File Management, LinkedIn Campaigns, Hootsuite

Adobe: Indesign, Photoshop, Illustrator, Adobe Experience Manager, Workfront, **Acrobat**

Microsoft: Word, **Excel**, PowerPoint, **SharePoint**, Teams, Outlook, Loop, Project, Visual Studio Code

Google: Workspace & Docs, Ads & Analytics

Certifications

W3Schools.com

CSS - Issued 02/24
HTML - Issued 01/24

HubSpot Academy

Digital Marketing - Issued 01/23
HubSpot CMS - Issued 01/23
SEO - Issued 01/23
SEO II - Issued 01/23
Email Marketing - Issued 06/22
HubSpot Marketing Software - Issued 08/22

UnitedHealth Group

Emerging leadership - Issued 10/21

Education

AAS in Visual Art and Design

Graphic Design Emphasis **w/Honors**
Salt Lake Community College 2004 - 2005

Experience

Digital Content Marketing Manager Elixir | 06/22 - 02/24 | Remote

Managed digital content and enhanced user experience across multiple platforms. Implemented accessibility compliance and digital solutions that delivered information efficiently. Managed the transfer of elixirsolutions.com to a new Adobe platform, AEM Live (Franklin/Helix), in under five months and updated the code base, resulting in **Google Lighthouse scores going from an average of 65 to a near-perfect 98-100.**

- Managed a small development team and Adobe partnership. Worked with the developer to create comprehensive authoring and development documentation on SharePoint.
- Owned HubSpot and vendor relationship and **reduced annual costs** by removing unused add-ons.
- Created a product marketing & sales SharePoint site and trained stakeholders on its use and upkeep.
- Advised departments on Microsoft 365 capabilities and helped them utilize cloud capabilities.
- Led the marketing team to higher accessibility standards by advising on 508 and WCAG requirements and implementing changes across print and digital platforms.
- Managed and produced blog and email campaigns.

Marketing Specialist II Optum | 06/19 - 06/22 | Remote

Critically thought through digital and print projects for various healthcare topics and audiences and launched them. **Managed the migration to a new website platform (AEM) and designed and launched the company's new website in three months.** Developed and implemented task-tracking processes and project management systems to increase interdepartmental visibility and better report our activities.

- Managed migration of marketing collateral to a new SharePoint site with the IT team.
- With the Continuing Education Program manager, we created an advertising campaign for each course throughout the year. I was responsible for the design, project timelines, and timely distribution. **Our efforts led to a 30% increase in webinar attendance within a year.**
- Met federal contractual obligations by adhering to design and communications standards.
- Managed blogs and digital content.

Creative Director CPMI Solutions | 08/16 - 02/19 | Salt Lake City

Managed, developed, and **implemented cost-saving processes across creative projects.** Advised our sales team on design, production, and challenges. Designed, wrote, and made artwork press-ready and ran the digital presses.

Front End Web & Graphic Designer C. R. England | 05/15 - 06/16 | Salt Lake City

Designed and managed projects, including websites, emails, t-shirts, posters, PDFs, print materials, etc. Through strategic design and process optimization, **I created a landing page testing environment that steadily increased response rates while maintaining a professional, trustworthy aesthetic.**

Marketing Specialist Castle & Cooke Mortgage | 06/14 - 02/15 | Salt Lake City

Responsible for all marketing content, I created **brand-appropriate, regulation-compliant content and maintained a portfolio of customized assets.**

Graphic Designer Helix Education | 10/05 - 05/14 | Salt Lake City

Created concepts for direct marketing, worked in a team environment, handled the majority of clients, and balanced new projects while **maintaining a 95+ percent on-time rate.** Developed training and operations materials.