

COLEY GUSTAFSON-VERBICK

Cicero, IL 60804

(773) 910-1539

nicoleverbick@gmail.com

coleyverbick.com

BACKGROUND SUMMARY

Communications Professional with diverse experience in web development, radio programming and production, retail and food service environments. Strong customer service and relationship development skills that contribute to meeting client needs through innovative solutions. Specializes in email development.

EMPLOYMENT HISTORY

ESSENDANT, Deerfield, IL

2016 to Present

(Contracted from Amsive from 2016-2022)

Email Developer

Build emails and landing pages as part of the Email Production team using Dreamweaver, Act-On, Listrak, Hubspot and Acoustic (formerly Watson Campaign Automation/IBM Marketing Cloud/SilverPop)

- Serves as the main email developer for all internal and external communications
- Developed pixel perfect email templates in Hubspot as a part of new design standards to make email development quick and easy
- Worked extended hours during a ransomware attack
- Frequently takes on email development requests without being asked

IPC, Bannockburn, IL

2016

Web Content Administrator

Update website content as needed via Microsoft Access and Adobe Dreamweaver. Create, test and deploy E-Marketing via Magnet Mail.

- Became self-sufficient with only a week of initial training

IMAGE MANAGEMENT LLC, Racine, WI

2015 to 2016

Web Developer

Design and build websites for clients in Drupal or Ruby on Rails. Develop HTML email newsletters. Participate in networking groups on behalf of the company.

- Reduced troubleshooting time by installing a virtual Windows machine with MS Office 2007 to ensure proper display in older versions of Outlook
- Created a new, modern site which increased client's search rankings
- Designed a site for a client who had no web presence

COLEY GUSTAFSON-VERBICK

Page 2

EDUCATION

BA, Radio Talent and Production, Minor, Photography
Columbia College Chicago, Chicago, IL

AAS, IT Web Development

Social Media Certificate, Graphic Communications Web Design Certificate
Gateway Technical College, Racine, WI

AWARDS

Best Documentary – Columbia College Chicago, Radio Senior Awards (2008)
Scholastic Award – Gateway Technical College, Web Developer Program (2016)
President's Honor Award – Gateway Technical College (2016)

TECHNICAL SKILLS

- Microsoft Office (Word, Excel, Powerpoint, Publisher)
- Digital photo editing with Adobe Photoshop
- Web Development and Design including CMS and Adobe Dreamweaver
- Email Development with Acoustic (formerly Watson Campaign Automation/IBM Marketing Cloud/SilverPop), Hubspot, Act-On and Listrak
- Web Server setup and administration
- JavaScript, jQuery and other dynamic web elements
- Java
- C++
- E-Commerce systems
- Responsive Design techniques
- PHP
- ASP.NET
- Android Application Programming
- Ruby on Rails