

VALERIE ADAMS RIGSBEE DUBREUIL

EXPERIENCED DESIGNER / DEVELOPER

ACCESS INTELLIGENCE, FRONT-END WEB DEVELOPER

DEC 2016 - PRESENT

Design, develop and maintain websites for the Media group, with a focus on applying a customer-centric perspective to designs, improving user experience and helping to retool templates and frameworks to yield success.

- Increased unique pageviews by 11%, the average time spent on each page by 15.5% and the page load time by 16.23% within the first six months at AI.
- Made changes to webinar pages that resulted in a 16% increase in the time spent on the page and a 179% increase in the page value.

SCALES ADVERTISING, INTERACTIVE MEDIA DIRECTOR

FEB 2011 - DEC 2016

Managed website for the agency's largest client, Cuddeback Scouting Cameras as well as others, handling design, strategy, development and overseeing designers, developers and contractors.

- Helped turn an unprofitable department around in under a year.
- Improved SEO positioning to move Cuddeback onto first page of search results for desired terms.

CHISEL AND BRAND LLC, CO-FOUNDER

JUL 2012 - PRESENT (PART TIME AS OF JAN 2017)

Co-founded Chisel and Brand LLC, a web design and marketing company that helps startups and nonprofits brand themselves. Handed off full day-to-day responsibilities to my partner on January 2017 and today assist with overseeing hires and web work.

- Helped to increase client web traffic by as much as 50%, event attendance by 32% and subscribers by 16%.

IHC HEALTH SOLUTIONS, WEB MEDIA SPECIALIST

FEB 2008 - NOV 2009

Created a new brand website, increasing traffic by 34%, as well as other sites/ microsites, movies and games, training presentations and email marketing campaigns.

RAKE MAGAZINE, ADVERTISING/MARKETING ACCOUNT MANAGER

JUL 2007 - FEB 2008

Initiated and fostered relationships with clients in a variety of industries, helping to design publicity campaigns that included online and print advertising and promotions.

BROADWAY MUSICAL HOME, OWNER/OPERATOR

JUL 1999 - PRESENT (PART TIME PASSION PROJECT)

Created, design, maintain and manage content for BroadwayMusicalHome.com, is a successful revenue-earning enterprise that's been providing fans with information and fun since 1999.

- Top search engine ranking for "Broadway musical"
- Now boasts 40K blog subscribers, 18K Twitter followers, and 12K Facebook likes.



ABOUT

A DC-based creative artist and front-end coder with agency, in-house, publishing and entrepreneurial experience, who brings a superior blend of passion and expertise to all of her career pursuits.

EDUCATION

BACHELOR OF ARTS

Scripps College, CA

Graduated Cum Laude
with Departmental Honors

SKILLS

- Front-end development (HTML5, CSS3, PHP, etc.)
- Print design, web design & UX (Adobe Suite, Omnigraffle)
- Marketing, social media strategy, email marketing & automation
- Google Analytics & SEO
- Ability to translate tech-speak into laymen's terms & vice versa
- Comfortable leader, organizer, statistician and presenter
- Natural multitasker/prioritizer
- Self-led with an entrepreneurial spirit

CONTACT

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