

# VALERIE ADAMS RIGSBEE DUBREUIL

## BASICS

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1314 1/2 9th St NW  
Washington DC 20001  
vrigsbee.myportfolio.com

## PORTFOLIO

vrigsbee.myportfolio.com

## EDUCATION

**Bachelor of Arts**  
**Scripps College (CA)**  
Graduated Cum Laude with  
Departmental Honors

## SKILLS

- Front-end development (HTML5, CSS3, PHP, JQuery and more)
- Print design, web design and UX (Adobe Creative Suite, Omnigraffle)
- Marketing and social media strategy
- Email marketing and automation
- Google Analytics and SEO skills
- Ability to translate tech-speak into laymen's terms and vice versa
- Comfortable leader, organizer, statistician and presenter
- Natural multitasker and prioritizer
- Brings an entrepreneurial spirit

## EXPERIENCE

**Front-End Web Developer**  
**Access Intelligence**  
Dec 2016 - Present

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

- Retooled how award winners are presented to reduce the time to build and edit by 60%
- Watched videos of users interacting with an event site to increase click rate by 20%

**Co-Owner**  
**Chisel and Brand LLC**  
Jul 2012 - Present

Co-founded Chisel and Brand LLC, a web design and marketing company that helps startups define themselves. Manage web design/development as well as print, social media and email marketing.

- Increased web traffic by as much as 50%
- Helped increase event attendance by 32%
- 16% increase in blog subscribers

**Interactive Media Director**  
**Scales Advertising**  
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 into a profitable one in under a year
- Improved SEO positioning to move Cuddeback onto first page of search results for desired term

**Owner/Operator**  
**Broadway Musical Home**  
Jul 1999 - Present

Created, design, maintain and manage content for [broadwaymusicalhome.com](http://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 28K blog subscribers, 18K Twitter followers, and 12K Facebook likes.

**Web Media Specialist**  
**IHC Health Solutions**  
Feb 2008 - Nov 2009

Created a new brand website at [thinkihc.com](http://thinkihc.com) as well as other sites, movies and games, training presentations and email marketing campaigns.

- Increased web traffic to corporate site by 34%

**Advertising & Marketing Account Manager**  
**Rake Publishing**  
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.