

# VALERIE DUBREUIL

Creative Digital Director and Strategist



A web generalist and creative problem solver passionate about uncovering opportunities for innovation, with a gift for connecting business, creative and tech needs.

Seeking challenging and inspiring work with a team of talented innovators.

[vrigsbee.myportfolio.com](http://vrigsbee.myportfolio.com)

Project Management  
Art/Creative Direction  
UX/UI Design  
Front-End Development  
Graphic Design  
Scrum Agile Management  
SEO & Data Analysis

- Ability to translate tech-speak into laymen's terms & vice versa
- Natural multitasker and passionate organizer
- Self-led with an entrepreneurial spirit and ever-evolving approach to the work

## WORK EXPERIENCE



### **NATIONAL ASSOCIATION OF BROADCASTERS, DIRECTOR, DIGITAL PLATFORMS**

SEP 2017 - MAR 2021

Responsible for the build out and creative direction of web properties for NAB Shows and NAB Amplify, working closely with leadership to drive revenue, satisfaction and positioning and serving as the lead technical voice in defining digital strategies, executing virtual events and implementing data and architecture initiatives. Increased registration conversions by 46% and organic search traffic by 50% while working for the association.



### **ACCESS INTELLIGENCE, FRONT-END WEB DEVELOPER**

DEC 2016 - SEP 2017

Designed, developed and maintained websites for the Media group, with a focus on applying a customer-centric perspective to designs, improving UX, and helping to retool templates. Increased time spent on each page by 15.5% and made changes to webinar pages that resulted in a 16% increase in the time spent on the page.



### **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.



### **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.

## ENTREPRENEURIAL / PASSION PROJECTS



### **CHISEL AND BRAND LLC, CO-OWNER**

JUL 2012 - PRESENT

Co-founded this consultative digital firm that helps small businesses, events and causes chisel out their vision and build their brand. With offerings spanning web design and development to branding and marketing and management, Chisel and Brand has helped clients increase traffic by as much as 50%, attendance by 32% and subscribers by 16%.



### **BROADWAY MUSICAL HOME, OWNER/OPERATOR**

JUL 1999 - PRESENT

Created, design, maintain and manage content for BroadwayMusicalHome.com, a successful revenue-earning enterprise that boasts 40K blog, 17K Twitter, and 13K Facebook followers.

## EDUCATION

### **SCRIPPS COLLEGE, CA**

BACHELOR OF ARTS

Graduated Cum Laude with Departmental Honors

### **CERTIFICATIONS/TRAINING**

- Google Analytics, Imparture
- Email Marketing, HubSpot
- Growth-Driven Design, HubSpot