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. **Twenty 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

Tech Savvy, Website Management, Analytical, Critical Thinker, Art Direction, Process Development, Brand Management, Graphic Design, Social Media Marketing, Content Marketing, Direct Marketing, Project Management, Strategy & Research

Tech Skills

HubSpot, Figma, Adobe Indesign, Adobe Photoshop, Adobe Illustrator, Adobe Experience Manager, Adobe Workfront, Adobe Acrobat, Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Microsoft SharePoint, Microsoft Visual Studio Code, Web Design (HTML & CSS), 508/WCAG Accessibility Compliance, Mac & PC (PC preferred), Data/File Management, LinkedIn Campaigns, Hootsuite, Google Workspace & Docs, Google Ads & Analytics, WordPress

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 Fall 2004 - Summer 2005

Experience

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

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 (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.

Marketing Specialist II
Optum 06/19 - 06/22

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.

Creative Director
CPMI Solutions 08/16 - 02/19

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

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 grew response rates steadily while maintaining a professional, trustworthy aesthetic.

Marketing Specialist
Castle & Cooke Mortgage 06/14 - 02/15

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

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