

Jodi Steele

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I have been managing e-mail marketing programs and driving e-commerce sales since 2007. I have used several Email Service Providers and have supported web content on multiple platforms.

Experience

2007 - 2018

E-Commerce & Brand Manager, DANIEL SMITH, Inc.

I have been fortunate to develop and lead the marketing and sales strategies for this Seattle-based manufacturer. Between 2007 and 2017, DANIEL SMITH web sales eclipsed catalog sales and allowed for the expansion into global markets. In 2017 I joined the International Distribution of the DANIEL SMITH corporation (JJCI). Skillset: Email and Website Sales Strategy and Tracking, Google Analytics, Exact Target, Constant Contact, WordPress, Ability Commerce, Webstore, Adobe Photoshop, Adobe InDesign, HTML, CSS.

2004-Present

Self-employed: Web Design, Support & Email Marketing

Since obtaining my programming degree I have had an ongoing interest in the creation of small business websites. I currently support the **Northwest Watercolor Society**, **DANIEL SMITH Stores** and **EI Dorado Books**.

Education

- Durham College, Ontario, Canada
- Business Administration, 3yr, 4.0 GPA
- Major: Information Technology and Inventory Systems Management

Skills

- Exact Target, Mail Chimp, Constant Contact
- Ability Commerce, Webstore, Word Press, Google Pages, DotNetNuke
- HTML, CSS (ability to modify Javascript)
- Adobe Photoshop, Adobe InDesign
- Microsoft Office
- Problem Solving, Planning, Collaboration, Tracking & Analytics
- Customer Service