

Jodi Steele

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"A creative and responsible employee during ten years of growth and transformation in our company. She would be an asset for your team."

Experience

2007 - 2018

Ecommerce & Brand Manager, DANIEL SMITH, Inc.

Led 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. Joined International Distribution Team of DANIEL SMITH corporation (JJCI) in 2017. 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. Currently support the **Northwest Watercolor Society**, **DANIEL SMITH Stores** and **El Dorado Books**.

1998-2002

Information Analyst, EDS Toronto ON Canada.

Supported General Motors Salary and Hourly Payroll for US and Canada. Supported Internal EDS Payroll. COBOL, JCL.

Education

- Associates Degree, Business Administration, Durham College (ON, CAN) 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 (modify Javascript, PHP), Adobe Photoshop, Adobe InDesign, Microsoft Office
- Brand Look/Feel Management, Offer Creation, Problem Solving, Planning, Collaboration, Tracking & Analytics
- Small Team Management, Customer Service