

Sandra Gilson

Digital & Web Specialist

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(406)570-4341

I am a digital marketing professional with 10+ years of experience. My extensive knowledge in design, great technical understanding and passion for web site development and e-commerce make me an invaluable asset bridging the gap between marketing and development teams.

Visit sandragilson.com for portfolio.

Work Experience

Digital & Web Development Specialist

Hilco Vision - Remote

January 2022 to Present

- Lead development of new functionalities for the Hilco Vision website by generating mockups and communicating with third part developers to ensure goals and expectations are met
- Formulating and testing of new functionalities
- Improving internal work flows and processes
- Development of direct to consumer websites using WordPress/Shopify
- Merchandising and managing of the e-commerce websites
- Creation of landing pages and web banners for the various web properties
- Responding to user issues by email or via ticket system and troubleshooting the issue

Creative Services Specialist

Hilco Vision - Remote

July 2017 to December 2021

Creative services for the Hilco Vision Outdoor division.

- Responsible for the brands Croakies, Leader and Johnathan Paul Fitovers.
- Working on everything needed for websites (managing e-commerce, creating content for landing pages, developing new functionalities)
- Email marketing support
- Creation of print work (ads, catalogs, large format booth graphics, packaging),
- Development/design of sublimated patterns for products
- Artwork setup for screen printing

Graphic Designer

Croakies - Bozeman, MT

June 2014 to June 2017

- In-house graphic designer for the Croakies brand
- Development/maintenance of the Croakies e-commerce platform
- Creation of creative content for marketing campaigns, landing pages, emails and social media
- Coordination and set up of internal processes for e-commerce order processing

- Marketing support
- Print work for ads, catalogs, flyers, large format booth graphics
- Development/design of sublimated patterns for products
- Artwork setup for screen printing

Web-publisher/Online Media Producer

Blue Spirit Communications - Schlieren, ZH

August 2010 to March 2012

- Front-end development for national and international brands
- Creation of animated flash banners
- Supported the designer in creation of content
- Supported the web developer in various tasks
- Website content management
- jQuery implementation
- Creation and distribution of marketing emails for national and international brands

Education

Apprenticeship in Mediamatiker

Berufsschule Aarau - Aarau, AG (Switzerland)

August 2005 to June 2009

College in Arts and Education

Kantonsschule Wettingen - Wettingen, AG (Switzerland)

August 2002 to June 2005

Skills

- HTML5 (10+ years)
- CSS (10+ years)
- Adobe Creative Suite (10+ years)
- E-commerce (7 years)
- UI design (5 years)
- Web design (10+ years)
- Graphic design (10+ years)
- Project management (10+ years)
- Adobe XD (2 years)
- WordPress (10+ years)

Languages

- German - Fluent
- English - Fluent
- French - Beginner

Links

<http://sandragilson.com>