

Sandra Gilson

Digital & Web Specialist

With over a decade of experience in digital marketing, I bring a rich blend of expertise in design, technical proficiency, and a passion for web development and e-commerce. My ability to bridge the gap between marketing and development teams fosters seamless collaboration, driving innovative solutions and successful project outcomes.

Personal Information

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sandragilson.com

(406)570-4341

Work Experience

January 2022 -
present

Digital & Web Development Specialist

Hilco Vision | Remote

- Led the development of new functionalities for the Hilco Vision website by creating mockups and collaborating with third-party developers to align with project goals and expectations.
- Leveraged AI technologies to streamline internal processes, elevate user experience, and enhance efficiency in content creation.
- Implemented ADA compliance standards to enhance website accessibility, ensuring usability for individuals with disabilities and adherence to legal requirements.
- Streamlined internal workflows, boosting team efficiency and improving communication processes.
- Developed and launched direct-to-consumer websites using WordPress and Shopify, implementing seamless order processing and stock synchronization functionalities for efficient e-commerce operations.
- Managed e-commerce platforms, including product merchandising and optimization for seamless online shopping experiences.
- Created engaging landing pages and web banners across multiple web properties to drive user engagement and brand visibility.
- Provided prompt user support via email and ticket systems, effectively troubleshooting and resolving technical issues.

July 2017 -
Dec 2021

Creative Services Specialist

Hilco Vision | Remote

- Managed the digital presence and marketing efforts for the Croakies, Leader, and Johnathan Paul Fitovers brands.
- Oversaw website operations, including e-commerce management, content creation for landing pages, and the research and implementation of new functionalities.
- Supported email marketing initiatives by designing and executing campaigns to engage and retain customers.
- Designed and produced print materials such as advertisements, catalogs, large-format booth graphics, and packaging.
- Developed and designed sublimated patterns for products, ensuring brand consistency and creativity.
- Prepared artwork for screen printing, optimizing designs for production quality and efficiency.

Work Experience

June 2014 -
June 2017

Digital & Web Development Specialist

Croakies | Bozeman, MT

- Served as the in-house graphic designer for the Croakies brand, leading creative efforts across digital and print channels.
- Developed and maintained the Croakies e-commerce platform, ensuring seamless functionality and a user-friendly experience.
- Designed engaging content for marketing campaigns, landing pages, emails, and social media to drive brand visibility and customer engagement.
- Coordinated and implemented internal processes to streamline e-commerce order processing and improve operational efficiency.
- Provided marketing support through the creation of high-impact print materials, including ads, catalogs, flyers, and large-format booth graphics.
- Developed and designed sublimated patterns for products, maintaining alignment with brand identity and customer preferences.
- Prepared artwork for screen printing, optimizing designs for production quality and accuracy.

2010 - 2012

Web-publisher/Online Media Producer

Blue Spirit Communications | Schlieren, ZH (Switzerland)

- Front-end development for national and international brands.
- Designed animated Flash banners and supported content creation.
- Assisted web developers with various tasks and managed website content.
- Supported the web developer in various tasks
- Implemented jQuery for enhanced functionality.
- Created and distributed marketing emails for national and international brands.

Education

2005 - 2009

Apprenticeship as Mediamatiker

Berufsschule Aarau | Aarau, AG (Switzerland)

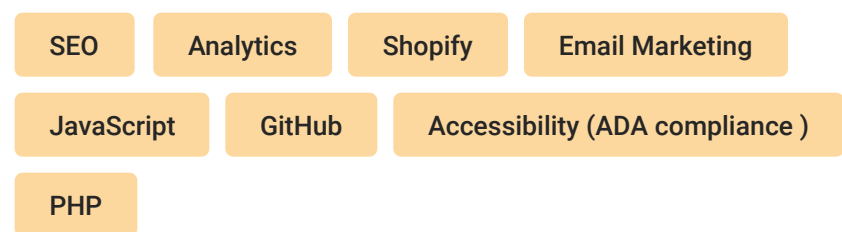
A comprehensive vocational training program that combines technical, creative, and business skills, aimed at preparing individuals for a career in digital media, IT, and marketing.

Technical Skills

Expert



Intermediate



Languages

