

JOANNA CHRISTIAN

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<https://github.com/jsc-09>

PROJECTS

Task Train | Coding Bootcamp

Front-end developer

- Created a website to assist in finding help in your area.
- In usage, the website will allow you to find all tasks that need assistance within your zip code that you can help with. You are also to create your own task. I was responsible for the UI/UX and front-end design, including incorporating handlebars to dynamically generate content.

Restroom Hunters | Coding Bootcamp

Front-end developer

- Created a website to assist in finding public restrooms from current location or entered address.
- In usage, the website will generate a list of 10 closest restrooms from the inputted address. I was responsible for the front-end—used Invision to create the wireframe and created the html file using Bulma and customized the styling. I also incorporated the API into the styling.

RELEVANT WORK EXPERIENCE

Freelance Projects: ACTUP LA, Julie Scolnik

UX/UI Designer

- Designed and created wireframe for both website and incorporated it using WIX.
- As both sides require user-friendliness, I created both sites in WIX. Each site is customized for the client to what they wanted

PROFESSIONAL EXPERIENCE

UC San Diego, ArtPower

La Jolla, CA

*Associate Director of
Marketing &
Communications*

May 2015 – current

- Envision, plan, and execute all marketing and communications strategies (internal and external media), plan and oversee multiple budgets, and manage project timelines, including media buys, as well as the creation of 90% of the graphic design
- Identify, generate, and execute new marketing opportunities to increase brand awareness and grow ticket sales revenue and leads
- Lead team through two rebranding projects—logo, website, and brochure redesign
- Supervise the University Box Office—a team that serves over 200 events on campus. Duties include overseeing the monthly ledgers of financial journals, managed the transition to a new ticketing software for the UC San Diego campus, and implementing additional customer service training and staffing
- Work closely with development to create new fundraising initiatives, including the addition of Young Patrons and Corporate Sponsorship program

**Bard College, The
Richard B. Fisher Center
for the Performing Arts**

Annandale-on-Hudson,
NY
*Associate Marketing
Manager*

July 2011 – April 2015

- Implemented and managed the Fisher Center's online communications and social media efforts, including website content and newsletter
- Responsible for the creation of all digital content for the performing arts center—including scripting, preparing, editing, and producing video and audio content
- Oversaw the development, production, and distribution of all promotional materials from brochures, to print advertisements, to radio sponsorships. Planned and budgeted all local, national, and international advertising
- Envisioned, planned, and executed external media strategies, advertising, and promotion. Developed marketing partnerships, sponsorships, outreach campaigns, and collaborations with educational groups, corporations, and community groups
- Led the website redesign team, including creating the sitemap, drafting the initial design and concept, and managing the project timeline

Hotel Elefant

New York, NY
*Director of Marketing and
Public Relations*

February 2011 – April
2015

- Responsible for writing and pitching all press releases and stories, as well as cultivating press relationships.
- Managed Hotel Elefant's website content, including redesign of the site, from discovery to design, to implementation
- Planned and executed communications, marketing, and audience development strategies
- Wrote, created, and designed all digital and print material

Longy School of Music

Cambridge, MA
*Marketing and Public
Relations Manager*

October 2007 – June
2011

- Responsible for the creation, production, and distribution of all marketing materials for the Conservatory
- Oversaw all aspects of public relations, including writing, pitching, and distributing press releases and stories and cultivated Longy's relations with local and nation media community
- Initiated and managed relationships with a variety of external vendors, including graphic designers, webmaster, print houses, and advertising agencies

SKILLS

Computer

Adobe Creative Cloud (InDesign, PhotoShop, Illustrator, Dreamweaver, Premiere Pro), WordPress, Microsoft Suite (Word, Excel, PowerPoint), Google Suite, HTML, CSS, Final Cut Pro X, JavaScript, Node, MySQL, Express, Handlebars

Professional Training

Six Sigma Yellow Belt; Rady School of Management Professional Development Certificate in Leadership (in progress); Supervisory Training Laboratory (UC San Diego); Training Program: The Exchange, National

Conflict Resolution Center; Fullstack Web Development Bootcamp (in progress)

Email Marketing

Constant Contact, Mail2, MailChimp, PacMail (Cheetah Mail), Emma

Ticketing Software

AudienceView, Paciolan, Tessitura

Language

Fluent in Mandarin

EDUCATION

Longy School of Music

Cambridge, MA
Master of Music, Flute Performance

UC San Diego

La Jolla, CA
*Bachelor of Arts, Music Minor: Economics
Provost's Honor List*

UC San Diego Extension

La Jolla, CA
Fullstack Web Development Certificate

ADDITIONAL ACTIVITIES

UC San Diego Student Life

**Sunshine Committee
(Work/Life Balance)**
La Jolla, CA
Member

Aussie Rescue San Diego

San Diego, CA
Volunteer

Freelance UI/UX Designer

San Diego, CA