



# Derek Winslow

DIGITAL MARKETING  
& COMMUNICATIONS

## SKILLS

Adobe Creative Suite  
Google Analytics & Ads  
Microsoft Office Suite  
Working knowledge of HTML & CSS  
Compelling communication skills  
Outstanding organization ability  
Intermediate Spanish

## AWARDS

Univera  
Employee of the Quarter, Q3 2019

## CONTACT

425 . 736 . 8396  
www.derekwinslow.com  
ds.winslow@comcast.net  
linkedin.com/in/derekswinslow

## SUMMARY

---

Organized, passionate, and creative marketer with 4+ years of experience managing, producing, and publishing omnichannel content for B2C companies. Experience in many aspects of marketing, including content management and creation, email marketing, analytics, UI/UX, and more.

## EXPERIENCE

---

### Freelance Marketing & Design

*derekwinslow.com | Seattle, Washington | September 2020 - Present*

- Copywriting, editing, and graphic design for websites, email, and flyers
- Spear-headed Rachel's Bagels & Burritos web redesign; focusing on improving site aesthetics, functionality, and navigability

### Behavior Technician

*Center for Social Dynamics | Seattle, Washington | September 2021 - Present*

- Teach life skills and academics to those with Autism
- Implement individualized programs for clients based on behavioral analysis
- Capture thorough data and notes to manage the clients' progress

### Digital Marketing Supervisor

*Univera | Seattle, Washington | September 2018 - September 2020*

- Led a small team, including a web programmer and marketing coordinator
- Executed projects effectively, efficiently, and in-budget
- Copywriting and editing, ensuring consistency of brand voice cross-channel
- Managed and developed communication and marketing plans for new/existing events, product specials, product launches, contests, and various other promotions
- Served as effective liaison between marketing and IT teams for the development and improvement of web-based content management
- Overhauled Associate onboarding program by designing and implementing a new website through WordPress and drip email campaign through GetResponse
- Assisted in managing, planning, and executing company events

### Digital Marketing Coordinator

*Univera | Seattle, Washington | April - September 2018*

- Created/managed social media and blog content using HootSuite and WordPress
- Recorded, analyzed, and reported email, social media, and web analytics
- Provided project management for the department and ensured deadlines were met
- Assisted Supervisor with their duties, including webpage and email coding, event planning and execution, copywriting, content management, and more

### Marketing Intern

*Judd & Black Appliance | Mount Vernon, Washington | January - March 2018*

## EDUCATION

---

### Western Washington University

*Bellingham, Washington | September 2014 - March 2018*

BA in Business Administration, Marketing Concentration, Minor in Spanish  
Marketing Researcher for Microsoft | January - March 2018  
Marketing Researcher for North Coast Credit Union | January - March 2018

### Universidad Pablo de Olavide

*Sevilla, Spain | September - December 2016*