

Betsey Hodson

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Professional Experience**Web & Graphic Designer** *June 2008 – April 2009*

bebe, Brisbane, CA

- Design, code and deploy email marketing messages; work in conjunction with marketing, store operations and communications teams.
- Design weekly bebe.com updates, refreshing landing pages and content. Create and incorporate graphics, flash modules, videos and animations.
- Design and implement new content for redesign of bebe.com launched January 2009.
- Assist in development and implementation of social media marketing and analyze site performance across affiliate marketing efforts to increase brand recognition and appeal.

Senior Internet Coordinator *July 2006 – May 2008*

Williams-Sonoma.com, San Francisco, CA

- Integral member of the creative production team for complete redesign of Williams-Sonoma.com.
- Managed production of new pages for redesign, including a new proofing process that increased the site from a proof of 40 pages to one of over 300 pages.
- Created, implemented and enforced schedules to keep creative, business and merchandising teams on track to execute redesign.
- Produced additional content such as specialty shops, flash modules and expanded categories.
- Managed weekly product builds for Williams-Sonoma.com – balancing merchant and business needs with that of the creative production schedule.
- Participated in usability testing sessions, trained new associates, attended A/B testing training sessions and created A/B tests for homepage.

Web Producer *June 2004 – July 2006*

The Sak, San Francisco, CA

- Designed and coded weekly email newsletters to database of over 10,000 customers for two brands.
- Retouched and re-colored all images for web; a total of 300 images changing on a monthly basis.
- Directed and implemented a new interactive advertising section for thesak.com.
- Led redesign of ElliottLucca.com web site to reflect new brand and image standards. New site launched on-time and within budget and resulted in a sales increase of 77%.
- Created, organized and optimized a database of over 8,000 product images from 2003 – 2006.
- Increased thesak.com sales 50% from 2004 to 2005; a direct result of increased product imagery and redesigned email newsletters.

Internet Production Coordinator

ChevronTexaco (Analysts International), San Ramon, CA

November 2002 – May 2004 (contract position)

- Implemented trans-global training program and solely authored guide that enabled worldwide affiliates to produce timely content via the Content Management System (CMS).
- Coordinated and updated existing content and added company press releases, as well as created and optimized images for three external web sites (ChevronTexaco.com, Texaco.com and Chevron.com).
- Converted quarterly CVX print publication into HTML by developing page layouts and image optimization.
- Created product and informational web pages based on existing web site style for company affiliates.

Web Designer/IT Specialist

The Collaborative, Minneapolis, MN

June 2001 – October 2002

- Developed, implemented and delivered original online publications and HTML email newsletters.
- Initiated designs for brochures and advertisements, eliminating the need for an outside graphic designer.
- Trained staff on a wide range of software, technical systems and computer networking.
- Managed and cataloged online image bank of over 2,000 photos and logos.

Education

Macalester College, Bachelor of Arts, St. Paul, MN

May 2001, Major: Communication Studies

Software

Proficient in Macintosh and Windows-based systems; Adobe Creative Suite; Microsoft Word, Excel, PowerPoint; Content Management Systems; Macromedia, Dreamweaver, Flash; Quark Xpress; HTML, XML, CSS.