

Julie Rider

Capabilities

Art Direction	Graphic design/Visual communications
B2B, B2C Marketing	Integrated Marketing/Campaign Management
Brand/Identity development, management	Leadership/Management
Creation and enforcement of brand guidelines	Project Management
Customer experience and loyalty strategies	Sales collateral, proposal and RFP support
Email Marketing strategy	Search Engine Optimization
Employee values/Rewards programs	Social Media Strategy
Environmental leadership	Web Analytics

Professional Experience

HERMAN MILLER INC | Holland, MI | Nov 2009 to present

Digital Marketer, Designer

Curator and campaign management for Herman Miller Corporate website (hermanmiller.com) and online retail channel (store.hermanmiller.com). This includes strategy and art direction of B2B contract/A&D, and B2C retail promotions, in addition to new product launch coordination across channels and project management of digital initiatives.

Select accomplishments

- Develop website promotions and campaigns for both hermanmiller.com and store.hermanmiller.com; Instrumental in helping ecommerce channel exceed year-over-year sales projections with the strategy, design and development of bi-weekly campaigns and product launch support (\$1.7M Y1 - \$13M Y5 (current)).
- Coordinate and manage product launches across digital channels
- Project Manage digital initiatives; Led project team, strategy and communication plan for the redesign of the HermanMiller.com homepage across 17 global markets
- Develop and maintain digital promotion and communication calendar to ensure effective and consistent messaging across digital touch points (web, email marketing, social media)
- Track metrics across channels including A/B Email testing
- Assist in design and deployment of digital initiatives for events such as NeoCon
- Direct and manage external creative partners

BRand Partners | Grand Rapids, MI | Jun 2009 to present

Founding Partner, Marketing and Design Consultant

Clients: Granger Group/Spacewerks LLC, Integrated Architecture, Steelcase Inc.

WORKSTAGE LLC | Grand Rapids, MI | Jan 2002 to May 2009

Senior Graphic Designer, Mgr

Led the design initiative for an award winning, forward-thinking Design-Build, with nine-year total revenue of \$435M. Developed and maintained an innovative brand and design strategies balanced by sophistication and approachability to distinguish Workstage as a recognized industry leader and "different kind of company."

Select accomplishments

- Creative direction for all communications; sales collateral and support, website design, email marketing campaigns, Flash/web animation and tools, media, tradeshow displays and materials, brochures, proposal support and HR/corporate communications.
- Website design and development; creation of client websites to showcase building progress and advertise leasing opportunities. Also designed and maintained corporate website, intranet and blog.
- Played key role in developing an interactive Flash tool for the Architectural Design & Development department to aid in streamlining the understanding of clients' needs in a significantly shorter timeframe
- Customer experience and loyalty strategies; from customer tours to welcoming/grand opening events at project completion, strove to hit profit/customer satisfaction goals throughout each phase of every project.
- Email campaign management; developed monthly topic calendar and defined metrics to measure targeted campaign results. Grew database by 4000 contacts in under 90 days by targeting extended salesforce. Organized database into specific categories to ensure custom messaging and targeted focus to achieve higher Open/Click-through rates and lower Bounce/Unsubscribe rates. Improved Open-rate from 14% to 26%, and Click-through rate from 2.7% to 9%, both slightly above the industry standard (at the time).

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- Search engine optimization; significantly improved Google ranking/indexing by implementing low-cost, no-cost strategies.
- Environmental leadership education and practice; developed signage and education programs for LEED Certified buildings to educate visitors and contribute to the LEED Innovation and Design credit. Sought out vendors who followed sustainable practices and employed green products/materials when available.

Education

MICHIGAN STATE UNIVERSITY | 2001

Bachelor of Fine Arts (BFA) in Studio Art, Graphic Design and Photography
 Minors in English and the Visual Arts (Art History)
 Coursework outside of Degree: Digital Media and Animation
Graduated with Honors

AQUINAS COLLEGE | 2008

Master of Management, Marketing
Graduated with Honors

Associations/ Selected Achievements

- Part of the creative team that developed an interactive tool for the Real Estate industry that would become an H. Bruce Russell Global Innovator's Award Finalist for CoreNet Global – 2008
- LEED® Accredited Professional (Leadership in Energy and Environmental Design) – 2006
- Lansing Addy Award, Citation of Excellence for website design, Paradise Graphic – 2002
- Digital Media Arts & Technology Award, website design – 2001

Technical Proficiency

Platforms

Windows, Mac

Applications

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Flash, Dreamweaver
 Microsoft Office: Word, Excel, PowerPoint
 Metrics/Reporting (Google Analytics), Search Engine Optimization
 Basic HTML

References

Jack Cottrell | President/CEO, Tables for Every Need (TEN) | (616) 901.6183
Kurt Nahikian | Co-Director, Good Concepts | (616) 485.4176
Bryan Showers | Sr. Manager, E-marketing, Herman Miller | (616) 283.5655

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