



Violet Khodagolian

ART DIRECTOR & WEB DESIGNER

- BFA Graphic Design 2003
- AA Photography 2000

With a BFA in Graphic Design and over 14 years of experience in the field, what drives me is my passion, commitment and curiosity. My expertise working with national brands in digital marketing, web design & development and branding amongst other things makes me an ideal candidate for a company who is looking for someone who understands consumer behavior; market trends and knows how to design for it. I have an analytical yet creative mind and love to take on new challenges. To stay current and informed in a constantly evolving and dynamic field, I attend workshops and seminars regularly. My most recent accomplishment was Illustrating, marketing and publishing a children's book, 'The Sweet Dreamer', which is currently being sold on amazon.com.

VIOLETKHODAGOLIAN@GMAIL.COM

DESIGNINLA.COM

818.516.5757

GLENDALE, CA 91202

IN/VIOLET-KHODAGOLIAN

RECENT EXPERIENCE (PLEASE INQUIRE FOR FULL WORK HISTORY)

2012 - current WEB COORDINATOR / WEB SPECIALIST DIGITAL MARKETING - Los Angeles Federal Credit Union

Working directly with the VP of Marketing, Business Development team, Senior Designer, Marketing Coordinator and third party vendors to create and manage website and online marketing materials. During my employment, I seeked out opportunities to improve the companies' online presence, as well as the user interaction by spearheading numerous projects including:

Responsive Website: To enhance user experience, UI and keeping up with current industry standards, I designed and developed an entirely new responsive website(bootstrap) with approval from CEO and Board of Directors.

- Maintenance and development of web sites, including UI, site structure, content and optimization
- Collaborate with departments throughout the company to fulfill their creative collateral requirements
- Research and implement web governance, APIs and secure forms
- Install and configure server software to meet security criteria
- Ensure website meets web accessibility standards for ADA compliance
- Follow latest product and consumer-related trends and behavior on the web, mobile and social networks
- Design and develop campaigns for various advertising channels such as Facebook, AdWords, Youtube etc

SEM/SEO Management: Provide standardized KPIs reporting on a weekly basis. Implement, Monitor and Analyze web traffic utilizing Google Analytics to provide regular reporting on conversion, PPCs and campaign effectiveness.

- Keyword Development - Keyword research and implementation, encompassing search volume, relative competitiveness and ranking difficulty
- Content Creation & Promotion – Work closely with creative teams to develop an integrated digital marketing strategy to share content with the right audience to drive traffic, inbound links and rankings thorough articles, infographics and dynamic content
- Link Building – Construct a comprehensive strategy for internal linking, external linking and anchoring
- Social Integration – Analyze social media channels to determine which are most effective
- Ongoing SEO maintenance - Including linking campaign management, ongoing optimization of new pages, monthly XML sitemap creation and monthly reporting of overall keyword rankings, traffic trends, linking profiles and more
- Increased organic traffic by 15.3% in less than one year (10.5% to currently 25.8%) by establishing a SEO strategy

Email Campaign Management: Building a customer retention strategy with newly designed responsive email marketing

- Collaborate with content writer and designer on concept development and project execution
- Lead ongoing A/B optimization testing to improve lead conversion
- Assess and identify opportunities for process improvement and reducing execution complexity

2011 - 2012 ART DIRECTOR - Studio PCH

- Design and develop Content Managemnt Systems (CMS) powered website
- Establish UI and UX Design by defining goals, site navigation, categorizing content and funneling traffic
- Collaborate with internal teams to design, develop and implement digital projects
- Create new and original designs from scratch for brands based on client specification, needs and brand image
- Supervise projects to ensure that all materials ordered arrive upon agreed time and are in good shape to obtain maximum results
- Ensuring quality is nothing short of the best and all deadlines are met
- Create and maintain files for all creative assets and resources, such as software, art materials, and special fonts needed for record keeping and referencing.
- Facilitate product campaigns and marketing via emails
- Supervise and mentor design staff on project execution, and submit performance reports on assigned projects
- Train design staff on CMS admin platforms to perform simple web edits and content management

2003 - ongoing PROJECT MANAGER | WEB DEVELOPER | ART DIRECTOR | SEM/SEO MANAGER - Designinla.com

In the capacity of an on and off-site consultant, I have managed many creative teams and various projects including large-scale projects. With clients varying from local start-ups to international multi-million dollar ad agency such as Outfront/JC Decaux, my role has varied tremendously in the capacity of each project. Regardless of industry, the most important part of my job is to identify target audience and determine each client's unique goals to come up with a cost-effective and creative solution.

Web Design & Development: Front End Development, UI DESIGN, UX, CMS platforms, Bootstrap and Ecommerce.

Art Director: Branding, Graphic Design, Website Design, Online ads, Email campaigns, POS, RFP and Print graphics.

Digital Marketing: Define Marketing Strategy, Identify KPIs, Budget Proposals, Branding and Social Media Campaigns.

SEO & SEM Management: Google Analytics PPC, Calculate ROI, CPA, CPC etc., Content & Keywords implementation.

Project Management: Provide end-to-end project management and operations of various digital projects, including site launches, online tools, web applications, social media and advertising campaigns.

CONTRACT WORK (PARTIAL)

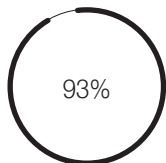
- please inquire for contact details*
- Outfront/ JC Decaux
 - Egyptian Theatre Hollywood
 - Asbarez.com
 - Equinox Architecture
 - My Beverly Hills Florist

“ We first began working with Violet back in 2015. We were impressed with her ability to grasp and produce for us a proposal that was intelligible, yet elaborate in graphic representation and met our vision for this project with tight deadlines. Working with Violet was a pleasure. Throughout the entire process it was apparent that she was a passionate artist who loved her craft as she provided us with the flexibility to create numerous modifications that introduced special details to our proposal. Since then we have worked with Violet on several other projects. Violet is truly a passionate graphic artist, a responsive-honest professional, and would highly recommend her to anyone looking for design/graphic services. ”

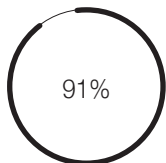
- Francois Nion, Creative Director
Outfront/JC Decaux

“ Violet came highly recommended and more than surpassed the rave review she'd been given. She provides great advice on the most cost-effective solutions, is incredibly creative and responds ultra-quick on changes and revisions. Can't say enough good things about working with her. ”

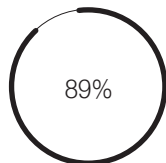
- Dennis Bartok, Director/Producer
Egyptian Theatre Hollywood



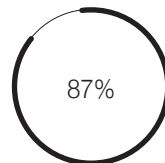
BRANDING/ GRAPHIC DESIGN



WEB DESIGN & DEV.

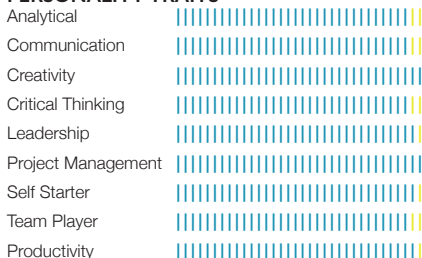


DIGITAL MARKETING

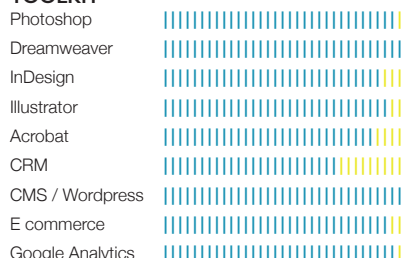


SEO & SEM

PERSONALITY TRAITS



TOOLKIT



LANGUAGES

