

# Belinda Fuller

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[www.Ceed.Studio](http://www.Ceed.Studio)

## Principal / Creative & Marketing Consultant

August 2001 (incorporated in February 2003) – present

My expertise lies in taking a very hands-on approach to solid, marketable content development, whether the end goal is a website, digital ad or print work. Experienced working across many industries on all scales (local through global). Plus able to help identify key target markets and analyze business potential, then work out the campaign specifics through execution, both online and through one-to-one methods such as email marketing and direct mail. Good with new business campaigns and also new market identification.

### PROGRAMMING

- In addition to the above, frequently work hands-on as a programmer with code as one of my 'hats,' a perk of having a left/right 50/50 brain. Regularly working with responsive techniques, HTML, XHTML, CSS, PHP, JavaScript, JQuery, various CMS's (especially WordPress and Textpattern). Also experienced at assisting clients with cloud-based solutions such as Lightspeed and Squarespace.

### MARKETING

- Set up and/or provide management of Internet marketing programs, including search engine optimization (SEO); local online marketing; social media, including Facebook pages, Twitter, Google+, Instagram and more; Google Adwords, Adwords for Google Shopping, and Bing Ads; email marketing, including MailChimp and Constant Contact; and traditional direct mail. Working knowledge of standard public relations techniques.

### GRAPHIC DESIGN

- Design multiple types of websites (i.e. for lead generation, ecommerce, nonprofits, blogs, and media websites).
- Experienced graphic designer across a range of sizes such as business cards, postcards, direct mail, catalogs, newsletters, and white papers using programs such as Illustrator, Photoshop, Fireworks, and PowerPoint for example.

### BRANDING

- Experience designing logos and other brand elements.
- Professional brand research experience in agency environments, including secondary and primary quantitative and qualitative research, such as one-on-one interviews and participant observation.

### CONTENT DEVELOPMENT & CONTENT / MARKETING RESEARCH

- Copywriter, editor and information architect for websites, occasionally writing a site in its entirety through launch, and most frequently working with at least one member of the client's team.
- Corporate consulting for issues pertaining to content development and online marketing, especially in terms of rendering assistance with relevant website positioning research, including keyword research and competitive analysis.
- Experienced provider of independent market research reports in a number of formats like PowerPoint and for print.
- Experienced researcher and writer across multiple industries and nonprofit verticals. Knowledge of and experience with both quantitative and qualitative research methods, including branding research, usability, and heuristic research.
- Capable of driving English / Spanish content projects as the team lead through online research.

### WEBSITE DATA ANALYSIS / ANALYTICS MANAGEMENT

- Experienced with multiple website database collection and log file analysis softwares and systems, including Google Analytics, Tag Manager and Hitslink by Netapplications among others.
- Experienced reading raw log files and conducting analysis in Excel.

### CUSTOMER SERVICE

- Provide basic website maintenance services on demand to multiple clients on an ongoing basis.
- Help clients maintain editorial calendars.
- Provide training as needed or on a regular schedule to staff and interns of client businesses.

### GENERAL BUSINESS MANAGEMENT SKILLS

- Source and manage partnerships with key 'best practices' vendors.
- Responsible for all company business planning, sales and marketing initiatives.
- Manage cash flow and all aspects of operations; Excel, Word, PowerPoint.
- Experienced managing multi-national and geographically dispersed project teams.
- Experience managing local teams in an office environment.
- Self-starter able to work with limited oversight.
- Excellent at learning new skills.

Need assistance? Call me today at 312-337-2592

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