

GEORGETTE R. YLAGAN

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SUMMARY

Experienced Interactive designer demonstrating strong ability in producing high-end interactive media solutions for large corporate companies. Proficient understanding of website development and internet standards. Known for creativity, execution and attention to detail. Knowledge in managing online web content and proven success in growing social media communities.

SKILLS

Adobe Flash, InDesign, Photoshop, Dreamweaver, Illustrator, Flash Actionscript, Microsoft Office, HTML, CSS, Wordpress Content Management System, Sitecore Content Management System, Social Media Knowledge, JavaScript, Windows & MAC Knowledge, ExactTarget Software, Typography, Perspective, Multimedia & Web Design, Interactive Design

EXPERIENCE:

CAREER EDUCATION CORPORATION, SCHAUMBURG, 7/2010 – PRESENT *DIGITAL CONTENT MANAGER, HEALTHCARE DIVISION*

Managed & maintained a marketing web site via WCMS for 39 campuses typically with tight deadlines for implementation. Analyze and implement marketing strategies in efforts to drive traffic to online platforms and social media communities.

- Conduct social media marketing & community-building efforts with demonstrated growth: increased Facebook page fans from 200+ to more than 5,000 in 8 months.
- Monitor social media dialogue & assisted in online community building.
- Create a streamlined process to ensure online content was efficiently & consistently updated; the process involved cross-departmental collaboration and approval process.
- Collaborate with internal business development teams in ensuring quality content was provided for online platforms.

NAVIGANT CONSULTING, INC., CHICAGO, IL, 10/2008 – 7/2010 *MULTIMEDIA & GRAPHIC DESIGN COORDINATOR*

Design over 100 graphics collateral pieces, brochures and ads for the marketing communications group. Develop numerous time-line based multimedia presentations used to promote new corporate objectives.

- Establish multiple interactive pieces for various clients.
- Strategize on internal and external communications to enhance corporate branding.
- Develop and design numerous e-marketing templates for contribution of company announcements.

CAREER EDUCATION CORPORATION, HOFFMAN ESTATES, IL, 2/2004 – 10/2008, *MANAGER OF MULTIMEDIA PRODUCTION*

Managed a team of 10+ flash developers in the development of multimedia courses for online content. Administered high-priority multimedia production projects to attain tight deadlines.

- Interact with internal teams for numerous interactive media based training pieces to meet business priorities.
- Collaborate with a group of instructional designers in managing subject matter before going to production.
- Design graphic material for online content.
- Debug & resolve issues with multimedia course content in order to ensure quality assurance.

EDUCATION

The Illinois Institute of Art - Schaumburg, IL
BA of Fine Arts, Multimedia & Web Design