

GEORGETTE R. YLAGAN

4732 N. Austin, #402 | Chicago, IL 60630 | 630.229.7687
www.gigiylagan.com
gigi.ylagan@gmail.com

SUMMARY

Experienced online marketing strategist demonstrating strong ability in executing branded content while also producing high-end interactive media solutions. Proficient understanding of website development and knowledge in managing social media channels. Known for creativity, quick execution and attention to detail.

SKILLS

Adobe Flash, InDesign, Photoshop, Dreamweaver, Illustrator, Microsoft Office, Wordpress, Content Management System
Sitecore, Content Management System, HTML, CSS, Javascript
Search Engine Optimization (SEO) knowledge & Keyword Implementation,
Social Networking Knowledge, Typography, Multimedia & Web Design,
Windows & MAC Platform knowledge

EXPERIENCE:

CAREER EDUCATION CORPORATION, SCHAUMBURG
7/2010 – PRESENT

DIGITAL CONTENT EDITOR, HEALTHCARE DIVISION

Manage & maintain online content on our marketing web sites using Sitecore WCMS for 35+ campuses while executing content strategy for branding campaigns to social media and various online channels.

- Collaborate with Senior Web Developer in implementing customized HTML/CSS pages for brand campaigns on marketing web sites
- Strategize online content with Internal SEO team to ensure consistent increase of web traffic and lead flow was met
- Team up with SEO vendors to collaborate and analyze content strategy to build better online presence
- Work with contract copywriters to help assist in creating content for corporate brand messaging in executing initiatives
- Collaborate with external Public Relations firm in assist in executing content brand strategies
- Created streamline process in order to keep online content updated for necessary deadlines
- Conduct social media marketing and community building efforts with demonstrated increased growth from 200+ to over 5,000 fans in 8 months
- Execute online engagement and monitor social media dialogue for customer retention & service

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.

- Designed over 100 graphic collateral pieces, brochures and ads for marketing communications group.
- Develop numerous time-line based multimedia presentations used to promote new corporate objectives.
- Established multiple interactive pieces for various clients in marketing communications group
- Created & edited images, files and documents for print and web assets
Strategize with internal and external communications on interactive & print pieces to enhance corporate branding
- Developed and designed 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 based training pieces to meet business priorities
- Collaborated with instructional designers in managing subject matter before going to production
- Designed graphical material for online content
- Debug & resolved issues with interactive course content in order to ensure quality assurance and deliver of multimedia assets

EDUCATION

Bachelors of Fine Arts, Multimedia & Web Design, 2001 - 2004
The Illinois Institute of Art, Schaumburg, IL

GIGIYLAGAN.COM