

REANNA PETTIGREW

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Marketing Manager | UX / UI Designer | Writer

Port Orchard, WA



SUMMARY

Marketing Manager with UX / UI design and writing background. Leads with a collaborative approach to achieve complex project objectives.

SKILLS

- **UX / UI Design:** Prototyping, Wireframing, User Research, Responsive Design, Accessibility, UX Writing
- **Soft Skills:** Verbal and Written Communication, Problem-solving, Strategic Thinking, Leadership, Collaboration, Reliability, Empathy
- **Research:** A/B Testing, Qualitative and Quantitative Research Methods, 1:1 Interview, Group Interview
- **Writing:** UX, Creative, Technical, Narrative, Blog, Email, Advertising, SEO

SOFTWARE

- **Project Management:** MS Office, MS Word, SharePoint, Excel, MacOS, Mailchimp, Google Analytics, Gmail, Google Chrome
- **Design:** Figma, InVision, Adobe Creative Suite, Adobe Photoshop, Canva, Miro, Flowmapp, Unsplash
- **Communications:** Trello, Slack, Microsoft Teams, Zoom, Google Docs, Google Drive, Google Slides, Power Point
- **Programming:** Github, HTML/CSS, JavaScript, Bootstrap
- **Social Media:** Facebook, Instagram, TikTok, YouTube

EDUCATION

- **University of Idaho**
Bachelors of Science in Anthropology
- **UC Berkeley**
UX/UI Certificate

PROFESSIONAL EXPERIENCE

Marketing Manager / Writer

Children of the Nations | 2024 - Present

- Managed a Marketing team of five to help meet or exceed \$7.5M annual budget for improved operations of the organization.
- Delivered timely marketing content for digital and print campaigns, gala events, sponsorship events, internal organization operations, and social media campaigns.
- Led front-end website redesign and worked with executive team, vendors, sponsors, donors, and partners to achieve KPIs.
- Crafted blogs, website content, project descriptions, scripts, marketing emails, and social media posts to elicit a clear CTA.
- Fostered a collaborative and supportive team environment.

UX / UI Designer

Freelance | Children of the Nations | 2022 - Present

- Assisted in the design and execution of user research studies to understand user behavior and preferences.
- Conducted interviews, surveys and usability tests to gather user insights and feedback.
- Led the redesign of a non-profit project, increasing registration numbers by 45% from the previous year.
- Collaborated with cross-functional teams to define product requirements and create wireframes and prototypes.
- Actively participated in agile development cycles, providing input and feedback on product iterations.

Freelance Writer

Remote | 2010 - Present

- Independently wrote blogs, copywriting, content writing, creative writing, technical writing, editing, proofreading and SEO.
- Contributed to sites such as: Blogger.com and Theknot.com.
- Published anthology of poems, A Rustling of Leaves, 2023.
- Finalist in 2022 Killer Nashville Awards for manuscript, NORTH OF LIGHT.