

EIRRIN SUSTAITA

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Summary

Senior Creative Design Professional & Webmaster

- 15+ years' experience as web developer/master for customer facing websites
- Design, implement and maintain technical solutions and multimedia content and systems supporting global marketing communications and sales objectives
- Proficient in all relevant coding languages (HTML, CSS, PHP, JavaScript, XML)
- Highly skilled in working with enterprise/web content management systems, e.g. WordPress, Joomla!, Kentico CMS
- Excellent analytic capabilities, detail and process oriented, passionate about design, online marketing and sales support
- Strong understanding of SEO website structure
- Manage multiple websites across the globe
- Provide technical support and training in multiple content management systems for users in different countries
- Effective communicator, especially regarding abstract concepts
- Work in close collaboration with internal and external stakeholders to optimize web experience
- Creative design ideas which support corporate identity and meet brands standards
- Strategic thinking and problem-solving skills
- Strong client-focus and team player

Skills/Specialties

Kentico CMS, HubSpot, SEMrush, Thirdlight Intelligent Media Server, Salesforce, WordPress, Joomla!, Adobe (Photoshop, Dreamweaver, Illustrator, InDesign), Artisteer, HTML, CSS, PHP, JavaScript, XML, Schoolwires, WordPress, Facebook & Twitter, Basic Video Design/Editing Skills, PC & Macintosh Cross Platform

Experience

Welbilt, Inc, Tampa, FL

July 2014 – Present

Webmaster / Business System Analyst II

- Supported the functional implementation of the corporate rebranding of Manitowoc Foodservice, Inc into Welbilt, Inc following its spinoff from The Manitowoc Company
- Created and launched new corporate website WELBILT.com and its regional versions as part of the corporate renaming and rebranding
- Maintained and optimized Welbilt's corporate website and the online presence of its 12 global product brands, 1 service brand, and 10 regionals
- Established criteria and strategy to grow brand presence online
- Presided as main point of contact for training and administration of content management system for brand product managers and regional marketing teams in the Americas, APAC and EMEA
- Managed all direct mail marketing efforts through HubSpot (customer newsletter, employee engagement, tradeshow landing pages)
- Designed and implemented new web-based applications that positively impacted customers' experience
- Designed customized templates and contact forms for internal and external communications
- Oversaw launch of internal portal for field sales agents via Salesforce CRM, providing a crucial link to product, benefit and incentive information for sales people
- Supported sales team through the use of HubSpot contact forms which synced up to Salesforce CRM

- Worked with product managers to update literature on web (brochures, specification sheets, diagrams, installation guides, owner manuals, etc.) adding greater insight into web performance
- Monitored and reported all web traffic via Google Analytics & SEMrush
- Made all necessary updates to the corporate, brand, and regional websites minimizing downtime
- Ensured that all sites are user-friendly and met brand standards
- Worked with 3rd party programmer to streamline Kentico CMS

Pinellas County School Board, Largo, FL

October 2010 – June 2014

District Webmaster

- Designed, developed, and managed district wide sites (i.e. www.pcsb.org)
- Created custom reports via tools such as Google Analytics and identified statistical trends in website traffic
- Constructed and supported departmental websites, Facebook, and Twitter
- Synchronized web assistance and training for web content managers
- Created and maintained web content manager/key contact lists to ensure high quality departmental pages
- Built and strengthened professional relationships while serving as subject matter expert to internal customers
- Revised and managed a large number of district sub sites
- Developed new training materials for several countywide initiatives
- Revamped Webmaster trainings for Joomla, Novus, logo design reviews, brochure redesigns, etc.

Education

The Art Institute of Pittsburg, Online Division

Bachelor of Science - 2010

St. Petersburg College, St. Petersburg, FL

Associate of Science - 2006

St. Petersburg College, St. Petersburg, FL

Associate of Arts - 2000