



## Content Skills

Web content  
Copywriting  
Emails  
SEO  
Social media  
User experience  
Project management  
Fluent in French

## Web Skills

Content Management Systems  
Front end development  
Web analytics  
Marketing automation  
E-commerce and marketing sites  
Global websites (16 languages)

## Programming Skills

HTML5, XML  
CSS3  
Javascript  
jQuery

## Technical Skills

Autonomy Interwoven Teamsite  
WordPress  
Gulp  
GitHub  
Cornerstone  
Atom, Sublime  
Adobe (Photoshop, Acrobat,  
GoLive, CQ5)  
Google Analytics  
Microsoft Office

# Christine Fresneau-Fan

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## Profile

Well-rounded web professional with experience developing and managing web content, emails and social media postings in a fast paced environment. Proven ability to manage multiple projects with tight deadlines successfully. Excellent writing, organizational, problem solving, communication and relationship-building skills. Proactive, passionate and detail-oriented.

## Experience

### **Web Content Coordinator, Regional Transportation District (RTD), Denver**

July 2014–Present

- Research, plan and develop digital marketing strategies and web communications
- Implement marketing and promotional plans in collaboration with other marketing staff and internal clients
- Write original copy for RTD websites, emails and social media
- Work closely with various internal teams to create web copy
- Develop and manage day-to-day emails, website updates and social media postings
- Maintain RTD's website and ongoing presence in social media
- Coordinate plans, web content calendar, timelines, processes, procedures and training for web-based projects
- Track and analyze website and social media performances
- Work closely with account executives, content owners, web developers, web designer, database administrator and public relations specialists

### **Web Content Editor, Western Union, Englewood**

November 2008–July 2013

- Developed and managed web content and emails for various global websites in multiple languages
- Created web content and emails aligned with corporate and brand identities using user experience design, web analytics knowledge and SEO best practices
- Wrote original copy for Western Union websites and emails
- Ensured integration of marketing campaigns and key messaging across multiple channels
- Updated and maintained web content in marketing automation content management systems (CMS)
- Designed and built promotional landing pages in HTML5, XML and CSS3
- Tracked, analyzed and communicated site performance
- Worked closely with content owners, web developer, database administrator, legal counsel, vendors, and user acceptance testing team

# Experience (cont'd)

## **Account Executive, Amélie Company, Denver**

October 2006–November 2008

- Managed regional and national print and digital campaigns for Jeffco Credit Union and TV5MONDE, including strategic planning, creative and copy development, and production of brochures, direct mail, print ads, posters, websites, web landing pages, pay per click, web ads, and emails
- Maintained daily communications with the client
- Developed and monitored budgets, timelines and billings

## **International Account Supervisor, Havas Life, Paris**

August 2005–October 2006

- Managed international health advertising campaigns for Sanofi–Aventis and Bristol Myers Squibb, including strategic planning, creative and copy development, and production of branding, brochures, photoshoots, press ads, websites, videos, medical congresses and press conferences
- Built and maintained senior–level client relationships
- Developed and monitored budgets, timelines and billings
- Trained, managed and mentored account executives and interns
- Increased agency sales by 10% per year by improving client relationship

## **Account Coordinator, Vertis, Denver**

April 2003–May 2005

- Coordinated advertising retail campaigns for Ultimate Electronics (UE), including creative development and production of branding, catalogs, mailings, newspaper inserts, ROPs, billboards, POPs, photoshoots
- Managed day–to–day client relationship
- Developed and monitored budgets and schedules
- Increased agency sales with UE by 12% per year by improving client relationship

# Education

## **University of Denver, Denver, Colorado**

September 2011–Present

Master in Web Design and Development

## **University of Northern Iowa, Cedar Falls, Iowa**

December 1996

Master of Business Administration

## **Business School of Rennes, Rennes, France**

September 1996

Equivalent Bachelor of Arts in marketing with an emphasis on international trade