IRIS HULL

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WORK EXPERIENCE

OPUS AGENCY (Global event-marketing)　　　　　　　　　　　　　　　　　Beaverton, OR (Remote)
Digital Configuration Specialist　　　　　　　　　　　　　　　　　October 2021 – October 2024
- Worked with event teams to configure, style, and customize web-based platform implementations.
- Built hybrid events in Bizzabo, Cvent, Rainfocus, Stova (Aventri, MeetingPlay & eventcore), and Swoogo.
- Recommended platform features and capabilities to aid in the experiential design.
- Conversed with internal stakeholders and bridged the gap between technical and non-technical users.
- Built registration websites in HTML/CSS/JavaScript with responsive design and industry best practices.
- Worked cooperatively among cross functional teams on multiple projects and events simultaneously.
- Created and managed virtual sessions for internal events at a Fortune 100 company.

ENORMOUS CREATIVE　　　　　　　　　　　　　　　　　　　　　　　　Peekskill, NY
Front End Web Developer　　　　　　　　　　　　　　　　　　　October 2019 – October 2021
- Built and maintained responsive websites utilizing CMS Software including WordPress, Squarespace, Wix.
- Maintained business social accounts for Facebook, Instagram, LinkedIn, Twitter (X) with content creation.
- Researched and deployed Search Engine Optimization Campaigns.
- Designed, wrote, and deployed email mass marketing campaigns using Mailchimp, Constant Contact, Email Octopus.
- Maintained client websites, keeping sites up to date as well as GDPR & CCPA compliant.
- Created and executed digital advertising campaigns through Google Ads, LinkedIn Ads, Instagram and Facebook Ads.

CLIENT: KINGDOM OF PRIEST COVENANT FELLOWSHIP　　　Williamsburg, VA (Remote)
Web Designer (Freelance Web Design)　　　　　　　　　　　　　　　June 2018 - January 2020
- Volunteered to maintain KOPCF WordPress (kopcf.org) which led to a paid contract to build mountg.org.
- Built responsive/mobile-friendly static front-end solutions for Mt. Gilead to connect with their church community.
- Established WooCommerce site (store.kopcf.org) for digital sermons (set up AWS bucket) and product sales.

PRIVATE TUTOR　　　　　　　　　　　　　　　　　　　　Greenwich, CT & Rye, NY
Self-Started Practice　　　　　　　　　　　　　　　　　　　　April 2017 - October 2019
- Tutored 6 students in topics ranging from computer science (JavaScript, HTML, CSS, Scratch) to general studies.
- Leveraged strong ties to the local music community to start up private music lessons and take on students.

CAMP TAKAJO　　　　　　　　　　　　　　　　　　　　　　　　　　Naples, ME
Self-Started Practice　　　　　　　　　　　　　　　　　　　　　June 2017 - August 2018
- Supervised boys' cabin, building character through example and addressing conflicts through quick problem solving.
- Taught music theory to campers and contributed to maintain camp facilities alongside a team of co-counselors.
- Taught 2 students with no prior experience to be able to touch type fluently.

EDUCATION

SUNY PURCHASE - Conservatory of Music　　　　　　　　　　　　　Purchase, NY
Mus.B. in Performance, Concentration in Jazz Studies; 3.85/4.0; Magna Cum Laude　　Graduated May 2015

JOHNS HOPKINS UNIVERSITY - Peabody Institute　　　　　　　　　Baltimore, MD
Mus.B. in Performance, Concentration in Jazz Studies　　　　　　　Attended Sept 2010 - May 2013

ADDITIONAL SKILLS

Technical Skills: Copywriting, CSS, CMS Platforms (Shopify, Squarespace, Wix, WordPress), Customer Support (Aircall, Help Scout, Microsoft Teams), Design (Adobe Photoshop, Illustrator, Figma, Canva), Event Management Platforms, HTML, JavaScript, Office 365 (Excel, Outlook, Word), Productivity (Airtable, G-Suite, Monday.com, Trello), Social Media Management.
Certifications & Training: Cvent Certified: (Event Management Advanced, Virtual Events, Hybrid Events, Account Administrator, System Administrator)
Soft Skills: Effective Communicator, Organization, Public Speaking, Self-Starter, Strong Work Ethic, Time Management.