SUMMARY

Experienced Digital Technology and Delivery Leader with over 20 years of combined experience in Information Technology, Marketing and Communications, and Business Process Consulting. Possess a unique skill set in digital transformation, global website delivery, change management, and digital solution architecture. Results-driven and certified in Project Management and Lean Enterprise. Strong in leading digital initiatives, building relationships, defining strategies and policies, and delivering content management solutions with inclusive and accessible digital content. Effective in communicating technical information to non-technical stakeholders. Fluent in English and Spanish, with strong skills as a technical mentor, cross-functional team leader, client relationship manager, and hands-on digital generalist.

CORE COMPETENCIES

Project Management | Web and Social Media Management | Content Management | Digital Marketing | Analytics | Search Engine Optimization (SEO) | UX | Leadership | Problem Solving | Detail-oriented | Highly Organized

PROFESSIONAL EXPERIENCE

CITY OF CHULA VISTA | 2006 – PRESENT
Digital Business Systems Analyst | Information Technology | 2022 - Present
Web and Social Media Lead | Marketing and Communications | 2020 - 2022
Senior Webmaster | Marketing and Communications | 2017 - 2019
Webmaster | Information Technology | 2006 - 2016

- Manage City's websites and applications serving over 1 million yearly visitors, which includes UX design, development, A/B testing, accessibility, implementation, analytics reporting, training, and troubleshooting.
- Direct website redesigns including a full city-wide redesign in 2022 of over 2,000 pages, working with a cross-functional team of more than 135 content contributors and stake holders, and contractors.
- Demonstrated ability to effectively manage multiple priorities and negotiate workflow, while consistently meeting deadlines.
- Researched and analyzed technology requirements and processes to resolve business problems.
- Implement online payments for services, which have processed more than 20,000 transactions to date.
- Lead social media program and strategy for @thinkchulavista improving all metrics.
- Provide SEO and analytics expertise for content creation and marketing campaigns like #THISischula.
- Develop solutions that improve processes and reduced costs, including saving the City $69,000 in printing and distribution costs for quarterly brochure by creating an easy to manage and user friendly online system.
- Designed, built, and launched multiple responsive websites utilizing HTML, CSS, ASP.NET, SQL and other programming languages; as well as content managements systems.
- Implemented cloud solutions including a new content management system utilize city-wide.
- Collaborate as a member of the Data Steering Committee, Smart City Committee, and Emergency Operation Center (EOC) providing support during emergencies.
- Expand inclusive media relations by providing interviews in Spanish for television and radio.
- Present to all levels of management from Mayor and elected officials to City management.

FRIENDS OF PALOMAR MOUNTAIN STATE PARK, PALOMAR MOUNTAIN, CA | 2022 – PRESENT
Digital Marketing Manager

- Build and execute content strategies and updates for friendsofpalomarsp.org.
- Enhance social media engagement. Increased reached by +41.6% in the last 90 days and 130% more interaction.
- Increase in-person attendance by promoting all events at @friendsofpalomarmountainsp.
- Manage Customer Relationship Management (CRM) system to nurture customer relations.

CONSULTING, SAN DIEGO, CA | 2009 – PRESENT
Digital Consultant | Owner

- Established a consulting firm to assist businesses in building their digital presence.
- Perform website audits, improvement plans, define best practices, and standard operating procedures.
- Provide social media management, podcast production, and development of digital assets.

ADDITIONAL RELEVANT EXPERIENCE

SERCO/ATGPAG San Diego, U.S. Navy | *Software Engineer II*
Development, testing, troubleshooting, and implementation of solutions for TORIS project at Navy's Afloat Training Group Pacific (ATGPAC).

QUALCOMM/ERICSSON | *Programmer Analyst*
Authored, tested, debugged, documented and installed code for existing and proposed business applications and computer systems. Increased company communication by designing, developing and maintaining intranet sites for Engineering, Sales, Procurement, Operations and Product Line Management (approximately 5000 pages).

ALEXANDER & ALEXANDER INSURANCE SERVICES | *International Account Executive*
Ensuring clients are given service on time, under budget, and up to standards. Handled client inquiries, policy renewals, and any necessary policy adjustments, utilizing strong communication and interpersonal skills, as well as knowledge of insurance products and regulations.

SKILLS

- Creative Content Management: overseeing, creating, editing, and publishing web content utilizing Content Management Systems (CMS) including Wordpress, and govAccess, and creating digital assets with tools like Adobe Creative Cloud (Photoshop, Illustrator, XD), Canva, Premiere Pro, and InvisionApp.
- Analysis/SEO: Improving the visibility and ranking of a website on search engine results page by optimizing content, keywords, and meta tags using CMS Tools, Google Analytics and Data Studio, Meta Business Suite, Power BI, SiteImprove, and A/B testing.
- Social Media: Managing, monitoring and optimizing presence on social media spaces such as Facebook, Twitter, Instagram, and YouTube; utilizing tools like HootSuite, Constant Contact, and MailChimp.
- Development: knowledge of web design principles, user experience (UX) design, and web development technologies such as HTML, CSS, JavaScript, jQuery, Bootstrap, SharePoint, Wordpress, SquareSpace, Weebly, govAccess CMS, SQL, WooCommerce, ESRI AGOL, and Microsoft 365.
- Languages: Fluent in English and Spanish.

CERTIFICATIONS

- **Project Management** - San Diego College of Continuing Education (SDCCE)
- **Lean Enterprise** - Lean Enterprise Academy
- **Interactive Media** - SDCCE
- **Front End Web Development** - SDCCE
- **Mobile Application Development** - SDCCE

EDUCATION

BS Management Information Systems, CETYS University
Graduated Summa Cum Laude. Recipient of "Brilliant Minds" Scholarship.

VOLUNTEER

Women Who Code | Women in Tech | LatinaGeeks | Start Small Think Big | Junior Achievement of San Diego
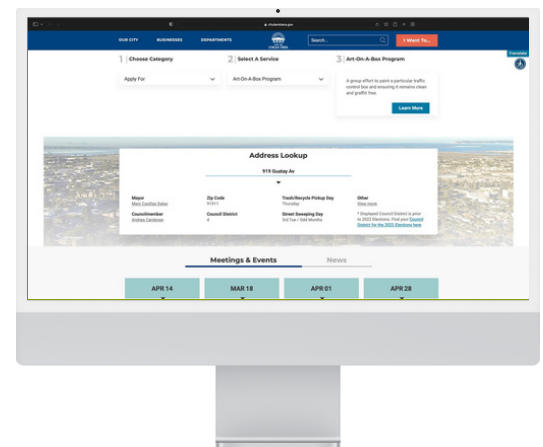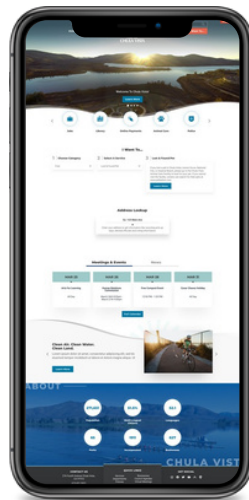
CHULAVISTACA.GOV

The City of Chula Vista redesigned the City website in 2022 to promote self-service, transparency and civic engagement with its residents, visitors, and businesses. My responsibility was to provide hands-on direction and project management from beginning to end.

In an effort to provide website users with the most up-to-date and easy to use content, a community survey was conducted. In addition, City staff provided input on what their customers indicated as a priority. Using that information and website analytics, additional interactive components were developed such as the "I Want To" section with extensive offering to access a large variety of services. A popular new feature is "Address Lookup" where a resident can enter their address and find personalized information such as their Council District, thrash pick-up or street sweeping day, and more. The redesigned site also features a new color palette and a brief video highlighting the City from the east to the west.

Developing of the new design and content was done with the user in mind, and supported all decisions with data. For example, researching the most searched terms to make decisions on the navigation across the website. Something as simple as changing "Activities" to "Classes" improved the navigation by using a term that visitors to the site are searching for. New features and functionality, such as improved forms, dynamic content, and interactive elements, makes the website more interactive and engaging to users.

GOALS

1. To improve the user experience, appearance, and functionality.
2. To increase dynamic content, including online services and payments.

ANALIZE CURRENT WEBSITE

Chulavistaca.gov
Identified the most common problems our visitors face based on analytics, surveys, and user testing. Utilized searched data to change terminology used through the site and improve SEO.
Website received more than 1,500,000 visitors in 2021.

POLISH WEB INTERFACE AND INTERACTIVITY

Defined a new user-centered design, new color palette, and new interactive components that display personalized information. **The optimized design makes it more accessible to a wider audience, and provides a better user experience on smaller screens.**

LAUNCH NEW WEBSITE

Finalized development and testing of City and departments homepages. Guided web liaisons to finalized content.
Ensured all web paths work smoothly.
Identified improvements to components and worked with the CMS developers to implement and create better solutions.

CHULAVISTACA.GOV Continued

ENHANCEMENTS

1. **Personalized Information** - Look up of address data based on user input.
2. **Easy Access** - Access to Services in every page with any device.
3. **Happening at the City** - Easy display of meetings, events, news and other dynamic data.
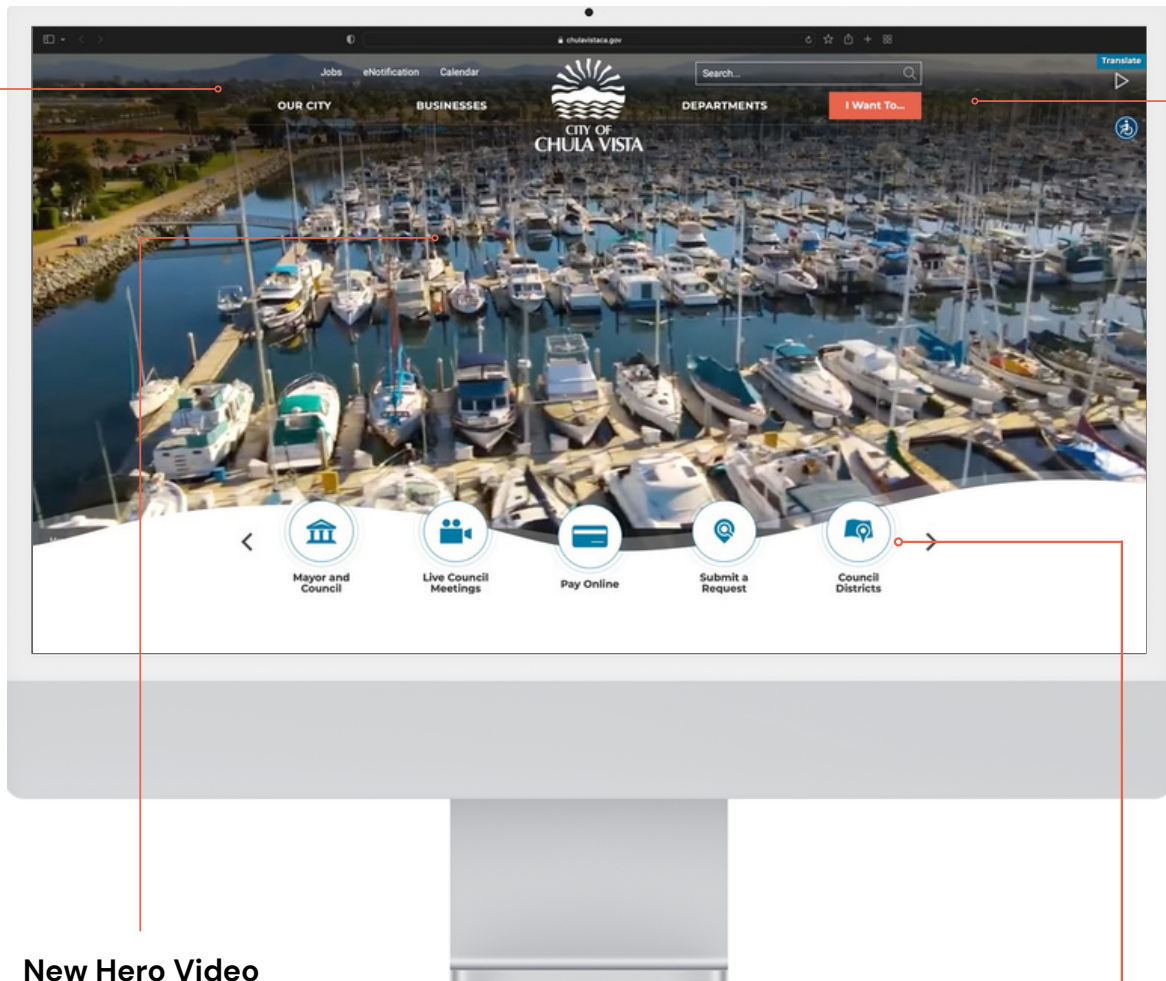
New Hero Video
A refreshed hero image communicates 'elegant boldness' and aligns with our message.

New Icons to Content
Easy access to the most frequently visited pages.

Improved Navigation
A redesigned navigation bar that organizes the content in a user–friendly way.

Search functionality
Ability to search the content from any page.

RESULTS

1. In 2022 the website had over 3 Million unique pageviews and increased over 10% the average time on page.
2. The Address Lookup has received positive feedback from the public and employees alike. The payments received online have more than doubled.

FRIENDS OF PALOMAR MOUNTAIN STATE PARK

Oversee and execute the Friends of Palomar Mountain State Park digital marketing strategy by creating and publishing engaging digital content, analyzing and interpreting data to make informed decisions, collaborating with internal teams and external partners, and staying up-to-date with industry trends and technology. Performing Customer Relationship Management by managing and analyzing customer interactions and data throught the customer lifecycle.

GOALS

1. To increase park awareness, drive website and social traffic, and ultimately, generate more visits to the park.
2. Improve visitors satisfaction and donations.
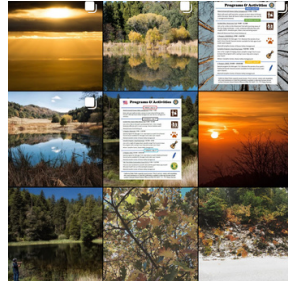

NORMA FRANK

Friends of Palomar Mountain State Park

MARKETING REPORT

@friendsofpalomarmountainsp

For our social media, you can see an increase in engagement as we added more posts. These posts mostly focus on bringing attention to the activities ran by Palomar Mountain State Park. From these posts we have not only seen a growth in social media presence, but also in in-person attendance. If we start creating more content to post, we should see more engagement and park visits.
If any of you have photos of the park that I could use in our social media posts, please send them to normafrank@gmail.com.
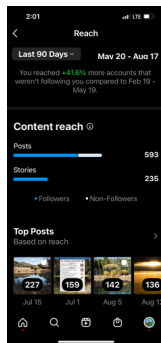

friendsofpalomarsp.org

Updates to the Friends of Palomar Mountain State Park Website were done by sharing the Programs and Activities happening at the Park.
I have been working with William Meyst, Park Interpretive Specialist at Palomar Mountain State Park, who provides the information.
The website has also been updated by removing old information, adding new board members, photos of events and links to news articles.
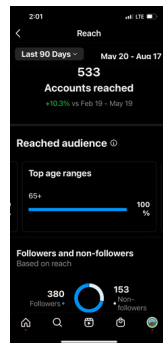

In the last 90 days...

Overview
In the last 90 days there has been a clear percent increase in all aspects.
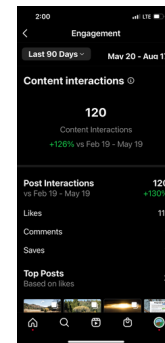
Overview
We have reached +41.6% more accounts that weren't followers

Overview
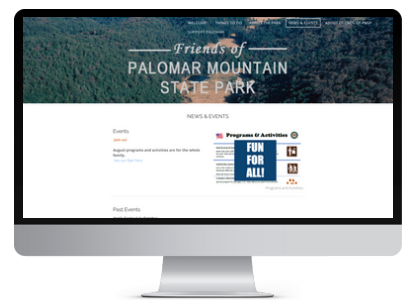We had a 10.3% rise in accounts reached

Overview
+130% more people are interacting with our posts.

RESULTS

1. **Expanded Awareness -** All insights increased including reaching +40% new accounts, and surpassed the 1,000 followers.
2. **Increased Visits and Donations** - We saw an increase in visits to the park for the park events and received new donations.

THIS IS CHULA

The City of Chula Vista launched a regional awareness, branding, communications, and advertising campaign to increase understanding and correct negative misperceptions about the City. The campaing is called 'THIS is Chula.' The campaing name itself is a play on the City's name, which means "beautiful view" in Spanish. 'THIS is Chula' translates to 'THIS is beautiful' and it celebrates the diversity of the City and its many binational residents.

Efforts for the campaign included research, survey reviews, conducting guided focus groups with community leaders, local businesses, city, and elected officials. Behavioral targets were developed which included a specific call to action. A media buy assessment was conducted to determine the advertising strategy for the determined budget.

The final marketing plan included a photo and video shoot. The media buy included a new website, print ads, billboards, outdoor advertisements with the Metropolitan Transit System (MTS), Digital ads, social media ads, a video, and an Instagram takeover by a local influencer.

GOALS

1. To increase overall positive awareness and perception of the City.
2. To encourage residents to amplify message via #THISisChula hashtag.

WEBSITE

Explorechulavista.com website was created as a landing page for the campaign. It features community assets, attractions, businesses, and features that make the City unique.
Website has received more than 100,000 visitors

VIDEO

The initial 'THIS is Chula' video premiered at the Mayor's State of the City address. The purpose of showcasing Chula Vista locations, businesses, and residents showed the community's genuine sense of pride in the City.
The videos received more than 16,000 views and 200 shares on social media.

SOCIAL MEDIA

Hundreds of social media posts have been created featuring the THIS is Chula branding or using #THISisChula hashtag. The Instagram takeover was a success, resulting in more than 1,800 new followers to the City's account.
The hashtag has been used more than 20,000 times on social media.

RESULTS

1. Perceptions of the City rose by 12 percentage points.
2. Residents and media have embraced the hashtag #THISisChula.
3. The campaign received a CAPIO EPIC award, a CAPIO Digital Communications award and a Hermes Creative award.