

BETH KAPP

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★ PROFILE

Award-winning marketing/communications professional, graphic designer and web developer with 10+ years of experience in HTML, email marketing newsletters and front-end WordPress development and administration and 3.5 years of experience in Salesforce administration and development. Recent degree in front-end and back-end web development and design with 4.0 GPA: coding, user experience/user interface (UX/UI), workflow, website analytics, search engine optimization (SEO) and Web scripting. **Portfolio:** <https://kapp.blog>

★ TOOLS, SOFTWARE & WEB DEVELOPMENT LANGUAGES

» **Web development and analytics:** HTML5, CSS3, JavaScript, jQuery, WordPress, WordPress CMS, Elementor, PHP and MySQL, APIs · Visual Studio Code · Google Analytics Individual Qualification (2022) » **Visual design (UI/UX) and presentations:** Adobe Creative Suite (XD, InDesign, Illustrator and Photoshop) · Axure RP · Prezi / Keynote / PowerPoint » **eMarketing and CRM:** Salesforce and Marketing Cloud Account Engagement (Pardot) development and administration, Salesforce Object Query Language (SOQL) · iContact » **Project management:** Asana, Basecamp, Trello, Slack · Zoom, Jitsi · Microsoft Office Suite

★ PROFESSIONAL EXPERIENCE

Travis, January 2008 to present

Marketing Technologies and Design Specialist, January 2020 to present

Work collaboratively with business development and marketing/communications teams to use technology to amplify the company brand, create and manage campaigns and achieve sales goals. Build, customize and enhance WordPress web pages, menus, plug-ins, email newsletters and forms to meet business needs using HTML, CSS and JavaScript. Maintain, administer and customize Salesforce app to solve business problems and help processes become more efficient, including developing flows to automate processes. Research, implement and document improvements and process changes and train staff members. Continuing strategy, execution and reporting and graphic design work. **RESULTS:**

- > Led switch to CRM-integrated email marketing automation software in 2020 has resulted in increase in average click through rate (CTR) from 2% to 12.5% (525% increase), click-to-open rate (CTOR) of 22.80% and opt-out rate of only 0.2%. Created and executed dozens of campaigns and other strategies to grow email prospects from 369 to over 1,300 (252% increase)
- > Successfully built new online event registration system, eliminating five manual steps to save dozens of hours of staff time using a Pardot form and WordPress website with customization including CSS, JavaScript, automation rules and flow.
- > Continuing maintenance and required updates for website, eMarketing and Salesforce, working with vendors and web hosts as needed, ensuring no downtime
- > Managed redesign of the company WordPress website that launched on time and on budget (\$45,000) in 2013. Marketing efforts have increased website traffic 143% since launch.

PROFESSIONAL EXPERIENCE CONTINUED

Communications Director, January 2008 to January 2020

- > Built the communications department into a three-person team, which helped advance the reputation of all Travois companies, grew website traffic and created strategies to gain market share.
- > Developed and maintained visual identity and writing style guide and designed, wrote and edited for website, proposals, email marketing, signage, advertising, publicity and other communications. Handled all graphic design work for first seven years in position.
- > Member of management team and participated in strategic planning and goal setting.
- > Planned and executed annual conferences with internal and external teams, ensuring excellent survey feedback and raising sponsorships of nearly \$1 million.

Kansas City Art Institute, August 2005 to December 2007

Communications Manager and **Communications Coordinator**

- > Helped execute KCAL's brand, website, e-newsletter, publications, marketing, advertising and communications.
- > Co-led work study group of graphic design students who completed design projects for KCAL departments and groups.
- > Nominated for and served on strategic planning committee to create 5-year plan.

Kansas City Comets, November 2003 to August 2005

Manager of Media and Community Relations

- > Led two departments, responsible for team outreach in the community and overall image. Managed statistical crew, interns and 12-member dance team.
- > Wrote, edited and distributed all forms of communication to the media and fan base, including website content, press releases, media advisories and e-newsletters.
- > Increased company's revenue by developing an online merchandise ordering system and camp registration and led effort to increase email subscriptions from 300 to almost 2,000 (650% increase).

EDUCATION

A.A.S. Web Development and Digital Media | Johnson County Community College (2022, 4.0 GPA; President's Honors graduate)

Certificate in Digital Desktop Publishing | Kansas City Art Institute (2009)

B.A. Journalism and Mass Communication, B.A. Spanish | University of St. Thomas (2003, cum laude)

AWARDS AND COMMUNITY VOLUNTEERING

» **2022 Travois volunteer of the year** » **KC IABC Bronze Quill Award** » **Nonprofit Connect 1st Place Philly Award** · Newsletter designer for the KC Shepherd's Center · Youth Sports Coach · Encompass Mentor for Amethyst Place (2009-2019) for women in recovery