

NANCY RIDER

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DIGITAL MARKETING MANAGEMENT

Extensive experience working in multiple digital capacities. Primarily work with B2B companies providing strategy, program management and implementation. As project manager, work with clients and vendors on every level from C-suite to programmer. Expert in all phases of email deployment, including vendor evaluation, process evaluation and training, A/B testing, delivery troubleshooting and analytics. Technical expertise in many digital tools including HTML, CSS, Documentum, Adobe suite, SharePoint as well as numerous custom tools. Trained in Salesforce Marketing Cloud, SQL, Microsoft Office (advanced Excel) and Tableau.

PROFESSIONAL EXPERIENCE

KING ARTHUR FLOUR, Wilder, VT

Inventory Planner (Temp through TechNeeds)

Sept. 2019 – December 2019

- Maintained and updated purchase orders in Microsoft AX
- Verified accuracy of supply chain invoices, research discrepancies, code and authorize payments
- Created and updated inventory transaction records including production dates, lot codes and contract pricing

PITNEY BOWES, White River Junction, VT

March - Sept 2019

Office Coordinator

- Managed purchasing and stocking of office supplies including invoice systems
- Set up meeting rooms for local and remote digital/audio display
- Managed coordination of special events including engaging vendors and locations

RIDER STUDIOS, Somerville, MA

2018

Freelancer (various)

MERGE | Full Service Creative Agency, Boston MA – Content Manager

FIDELITY INVESTMENTS, Boston MA

2006- 2017

Digital Content Manager, Marketing, Fidelity Investments Asset Management (2015 – 2017)

- Updated and maintained 26 websites including all Asset Management Intranet sites.
- Built and deployed email campaigns on a daily basis, average 15 per week.
- Worked with CRM team and business unit (BUs) partners to help define list parameters for analytics.
- Posted weekly social media Twitter and LinkedIn content and tagged for analytic tracking.
- Subject matter expert for Qualtrics survey tool, managed vendor migration and new styles development as well as developed and implemented training.
- Functioned as a primary team contact for trading platform marketing materials with multiple BUs. Worked with design and server teams, built, tested, and transferred home pages to new look and feel as well as changed code on dozens of pages to reflect new name.
- Wrote and maintained 25 process documentation pieces. Provided cross-training for both BU partners and internal content teams.
- Created 34 Word docs for email creation templates (including a master spreadsheet) to share with BU partners resulting in standardization and efficiencies both for content team and BU partners

Digital Content Manager, Marketing, Fidelity Financial Advisor Solutions/Fidelity Institutional Shared Marketing Services (2009 – 2015)

- Updated and maintained nine web properties in a shared services environment
- Developed new email opt-out system working with Oracle system administrator
- Owned email vendor channel which included providing analytics
- Subject matter expert for email deliverability; interacted with Relationship Managers, vendor and third-party spam providers
- Wrote and maintained process documentation
- Provided onboarding access and training for new hires

Web Designer, Interactive Consultant, National Financial (2006 – 2009)

- Primary marketing resource for interactive work including email development and implementation, html edits, updates to four servers, banner ad design, micro-site development, strategy consultant.
- Trained approximately 200 people on self-publishing tool for intranet and provided ongoing tech support.
- Worked with Fidelity Creative Agency (FCA) on development of look and feel for new Fulfillment website as well as two third party developers providing assets and specs.

RIDER STUDIOS, Boston MA

1993 – 1996 / 2000 – 2006

Web Design, Flash, UI, Project Management and Production.

Principal/Freelance Consultant

Selected list of projects:

- CURASPAN INC. – Web based application redesign, project management, user interface and look and feel design. Also designed a Flash intro for application demo. Worked with in-house staff and backend vendor.
- BOSTON UNIVERSITY Biology Department – Department website redesign including site evaluation design, UI and look and feel, architecture consultation. Provided Dreamweaver and Fireworks tutorial to BU staff.
- NOVARTIS – redesign/update of requisition application.
- PERFORMIX TECHNOLOGIES, INC – Graphic identity development including logos for full line of products, Flash product demos, and PowerPoint templates including a library of icons.
- CITRIX CORPORATION, INC. – Flash-based product demos with embedded video for web delivery. Provided a look and feel with simple navigation structure following corporate creative guidelines.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Fine Arts, Sculpture, MASSACHUSETTS COLLEGE OF ART, Boston MA

OTHER

AIR B&B

- Superhost: <https://airbnb.com/h/woodlands-room-quechee-vt>

HABITAT FOR HUMANITY

- Graphic design, newsletter design, production and staff training. Received Golden Hammer Award.