

CANDICE SHUBERT

WEB DESIGNER | SEO SPECIALIST
15 YEARS EXPERIENCE

CONTACT INFORMATION

2300 IRENE RD
WADSWORTH, OH 44281

 330-620-7991

 cs@candiceshubert.com

 candiceshubert.com

EDUCATION

GOOGLE DIGITAL MARKETING & ECOMMERCE CERTIFICATION

Google Career Certificate - Coursera
190 Hour Course
2022 - In Progress

WEB DEVELOPER CERTIFICATE

The Ohio State University Continuing Ed.
244 Hour Course
2007 - 2008

BACHELOR DEGREE

The Ohio State University
Sociology
2000 - 2005

SKILLS

E-commerce

SEO

UX Design

Digital Marketing

Analytics

Wordpress | Multisite

Speed Optimization

ABOUT ME

Creative and driven web designer with 15 years experience in building and maintaining e-commerce websites. Created a successful e-commerce business using SEO, search engine marketing and social media marketing. Looking to continue my passion for creating beautiful and engaging websites for other businesses that need a fast, optimized online presence.

EXPERIENCE

FOUNDER, CEO, WEB DESIGNER

PERSONALIZED BRANDS, LLC | DEC. 2010 - PRESENT | WADSWORTH, OH

Personalized Brands is an umbrella company for multiple niche websites, including Personalized Brides (primary business), Personalized Babies, Personalized Spiritwear and Personalized Skaters. I built, maintain and run each of these websites and businesses. Each site has been migrated to Wordpress from a variety of CMS/Shopping Carts.. My responsibilities include:

- Website planning & design using HTML, CSS, Javascript, PHP & Plugins
- Product research, design, photography and implementation
- Analytics and event tracking using Google Analytics
- Advertising & marketing using Google Ads, Google Merchant Center, Facebook Ads & Pinterest Ads
- Product development & manufacturing
- SEO including on-page optimizations, keyword research, user experience, image optimization & speed optimization
- Setting up payment gateways including Woocommerce Payments and Paypal
- Site migrations from other platforms, such as Shopify
- Host migrations
- Creating redirect files
- Inventory & purchasing - both domestic and international
- Bookkeeping & finances

WEB CONSULTANT

ICC / CARDINAL HEALTH | SEP. 2007 - SEP. 2012 | COLUMBUS, OH

- Contracted to work for Cardinal Health, a Fortune 50 company, for 5 years. Worked remotely for 3 of the 5 years.
- Member of the team that migrated the static cardinalhealth.com website to an IBM CMS.

SPECIALTIES

- HTML/CSS
- JAVASCRIPT
- PHP
- WORDPRESS
- WOOCOMMERCE
- ELEMENTOR
- UX BUILDER
- SEO
- GOOGLE ANALYTICS
- GOOGLE ADS
- FACEBOOK ADS
- MERCHANT CENTER
- SITE MIGRATIONS
- PRODUCT DESIGN
- PRODUCT MOCKUPS
- RESPONSIVE DESIGN
- SPEED OPTIMIZATION
- IMAGE OPTIMIZATION
- KEYWORD RESEARCH
- PHOTOSHOP

INTERESTS

Family

Photography

Sports

Travel

Fonts

Crafts/DIY

EXPERIENCE - continued

- Built micro-sites of cardinalhealth.com using HTML, CSS, JavaScript and Dreamweaver.
- Converted newly-acquired company sites to align with Cardinal Health's brand and structure.
- Constructed promotional and interactive banners using Flash, ActionScript and Fireworks.
- Implemented Cardinal Health's brand guidelines into cardinalhealth.com, flash animations and web ads.
- Worked directly with clients to turn their ideas into web applications.

WEB DEVELOPER / EMAIL MARKETING SPECIALIST

KARAOKE WAREHOUSE | JUN. 2007 - SEP. 2007 | HILLIARD, OH

- Maintained and updated e-commerce website using HTML, CSS, JavaScript, ColdFusion and Dreamweaver.
- In charge of adding and removing products from the website catalog.
- Responsible for creating weekly newsletters that were CAN-SPAM compliant.
- Monitored inventory to build newsletters that highlighted overstocked products and best-selling items.
- Analyzed newsletter sales trends based on link tracking.
- Photographed products and formatted the images for the site.
- Created spreadsheets to improve organization and efficiency between departments.

NOTABLE ACHIEVEMENTS

FOUNDER OF A MULTI-MILLION DOLLAR COMPANY

Created a website, PersonalizedBrides.com, from scratch and turned it into a business that has generated millions of dollars in sales.

OHIO STATE UNIVERSITY VARSITY CHEERLEADER, 2001-2005

Participated in hundreds of fundraising events throughout the community and the country. 4-year member of the Nationals team comprised of 6 girls and 10 boys that competed at UCA Collegiate Cheerleading Nationals (2001 - 2005). Attended OSU Football bowl trips (2001 - 2005), including the National Championship game, acting as an ambassador of the university while participating in events for the fans, alumni and the team.

RECIPIENT OF THE VICE PRESIDENT'S MERITORIOUS SERVICE AWARD

A leadership award at Ohio State selected by Coca-Cola, the Ohio Union and the Office of Student Affairs.