

TRACY STONAKER

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WORK EXPERIENCE

Philadelphia Eagles / Lead Digital Developer May 2012 — Present

Responsible for the Philadelphia Eagles day-to-day digital operations and initiatives. Day-to-day responsibilities included:

- Design and build site pages, special sections, microsites, multimedia applications and digital solutions using a variety of technologies, such as HTML5, CSS3 and jQuery.
- Assist in the development, presentation and maintenance of PhiladelphiaEagles.com and LincolnFinancialField.com, as well as the team's mobile platforms.
- Create graphics for web, print, mobile and social.
- Conceptualize, design, code, test and deploy email campaigns for organization including maintaining email deployment schedule, A/B testing, database management, best practices, analytics and reporting. Email campaigns include weekly newsletters, breaking & team news, game notes, sponsorship & marketing promotions and event invitations.
- Analyze data from multiple resources (Google Analytics, Omniture, etc) and produce regular reports for key executives.
- Evaluate and implement emerging technologies, platforms and digital trends and make recommendations on how to leverage with our target demographics.
- Collaborate with various departments, including marketing, corporate sales, executive, merchandising and football operations to support initiatives and implement digital solutions.

Mambo Sprouts Marketing / Digital Media Specialist August 2008 — May 2012

Oversaw all web marketing initiatives for the leading natural and organic information & coupon site. Day-to-day responsibilities included:

- Analyze site traffic and campaigns by conducting regular trends reports and reevaluate programs that are not performing up to standard.
- Manage digital campaigns through fruition: concept, design, copywriting, development and implementation for all elements including email campaigns, landing pages, blogger outreach, branding and contest administration.
- Spearheading website redesign with goals to increase web traffic, grow opt-in subscriber database, strengthen brand awareness and increase profit.
- Create project plans and marketing processes in order to maintain the most efficient business practices.
- Create and deploy email campaigns (via iContact) resulting in spike in web traffic and increase of lead generation after deployment.
- Experience in corporate branding, layout, color theory & typography in both print & digital media.

Wolters Kluwer / Freelance Marketer & Designer February 2011 — June 2012

Provided Digital Marketing team creative and coding support for both email and web campaigns. Responsibilities included:

- Adhere to the email production deadline, managing up to 22 email deployments each week.
- Create and manipulate email templates for each segmented email
- Design and update the marketing graphics for eCommerce site

SKILLS

Software –

Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Microsoft Office Suite, and others

Languages –

HTML5, CSS3, XML, AS3 with working knowledge of JQuery, Javascript, MySQL, PHP, C++

Experience –

Have experience in a broad range of fields, platforms, languages and programs, including experience with SEO, CMS, Soldering, Analytics, Email Marketing, Digital Campaigns, Open Source Programs and Prototyping

Network Scout – Thesis

Tech: RFID, Arduino, Processing, JQuery Mobile, PHP, HTML, MySQL/ Database, Bluetooth, Electronic Prototyping

Network Scout provides conference attendees the resources necessary to maximize time at professional conferences to facilitate networking opportunities. Users receive a wristband fitted with a RFID chip which checks the user into rooms real-time. Using the associated mobile site, users can view professional information about fellow attendees.

Pediatric Holter Monitor

Tech: Arduino, Processing, C++, Electronic Prototyping

Collaborating with Textiles Program, built wearable heart monitor designed to record irregular heart rhythms over an extended period of time.

Bike Project

Tech: Arduino, Processing, C++, Electronic Prototyping

Built prototype for stationary bike using sensors placed on bike, rider is able to intuitively navigate through on-screen maze making workouts enjoyable again.

GRADUATE WORK

EDUCATION

Graduate

Philadelphia University '12
Philadelphia, PA
Master of Science in
Interactive Design & Media

Under-Graduate

Rutgers University '08
Camden, NJ
Bachelor of Art in Graphic Design
Minors: Animation & Studio Arts