

EDENS PIERCIN

SKILLS

Imaginative, inventive and dedicated to excellence. Experienced problem solver. Ability to multitask under short deadlines on detail-oriented projects, effectively learn and apply new technologies, work collaboratively as well as independently. Have excellent communication on scheduling issues and timelines.

EXPERIENCE

Marriott International, Stamford CT — *Digital Asset Specialist*

JANUARY 2019 - APRIL 2020

- Responsible for managing hotel and field inquiries regarding digital asset submissions for hotel web sites on Marriott.com
- Supported Marriott property management and marketing staff, to ensure Marriott.com digital assets met established corporate brand identities and standards.
- Reviewed submitted photography and captions to ensure that Marriott standards and strategies were met.
- Reviewed submitted usage rights for hotels, Marriott International and third parties.
- Reviewed, edited or wrote captions for hotel websites for Marriott.com.
- Conducted quality assurance for hotel websites published by Marriott-approved vendors, to ensure the sites met quality standards, including visual, functional and written (proofreading)
- Assisted Art Directors, Project Managers, departments at Marriott headquarters and the field with photo research and usage rights.
- Responsible for making changes and updates to HWS, such as making carousels after making sure all images will display correctly, as well as, the search images and subpages.
- Knowledge of the requirements and guidelines for these images and informed the hotel when the request they sent did not satisfy Marriott standards.
- Investigated issues and problems that hotels discovered on the site and fixed the problems so all images were displaying correctly.
- Updated room pool codes associated with images to ensure the correct images were showing on the rooms page. And updated short and marketing captions when requested by the hotel.
- Reordered and arranged the room images on the photo tour at the hotel's request to ensure that the image of choice was displayed as the first image on the Rooms page.
- Reviewed videos for approval in SAL and MDAM, making sure that they had all of the usage rights, model releases, music rights, was the correct length and had the proper branding.
- Helped hotels with the process of submitting images in SAL and MDAM, at times this involved multiple emails and phone calls.
- Assisted hotels when asking a question, to the proper department or resources on MGS they needed to contact to receive help which was out of our scope.
- Crossed referencing the room pool codes which were submitted on images with the information in the Rooms page to ensure that the correct images were displayed for each room type.

Starwood Hotels & Resorts, Stamford CT — *Web Specialist*

APRIL 2008 - DECEMBER 2018

- Responsible for website development, transition web exposure and maintenance for all hotel properties.
- Uploaded images to VScape and IcePortal.com for third party sites distributions such as Expedia & hotels.com; Orbitz; Travelocity and more
- Worked on a mobile app project for 3000+ hotel properties
- Uploaded to various websites: virtual/video tours; logos/images to the luxury collection websites; pdf files such as restaurants/banquets menus, hot dates, fact sheets, running & static maps, floor plans, and wow vows
- SPG BRANDS: Aloft, Design Hotels, Element, Four Points, Le Méridien, Sheraton, St Regis, The Luxury Collection, Tribute Portfolio, W Hotels and Westin
- Maintained constant email correspondence with global hotel properties

Target, Stamford CT — *Photo Lab Team Member*

SEPTEMBER 2004 - DECEMBER 2011

- Used Noritsu KPT-750
- Developed and print APS, 35mm C-41 black & white and color print film
- Produced 4"x6" prints as the standard print and reprint size.
- Produced enlargements up to 8"x12", panoramic prints, greeting cards and digital prints.
- Produced photo books & calendars

Lipenwald Inc., Norwalk CT — *Intern Graphic Designer*

DECEMBER 2003 - APRIL 2004

- Created original artwork for print and advertising.
- Redesigned existing black & white pages for a newspaper.
- Redesigned layouts, created illustrations and edited copy for single and multi color prints.
- Created product labels for bottles.
- Redesigned existing artworks for print and advertising.

EDUCATION

University of Bridgeport, Bridgeport CT — *Bachelor of Fine Arts (B.F.A)*

Gibbs College, Norwalk CT — *Associate of Arts and Sciences (A.A.S)*

ADDITIONAL SKILLS

Adobe Creative Suite, Web Management, Wordpress, Video Editing, Social Media Management, Photography, Asset Library Management, Calligraphy/Typography, Comfortable with both Mac and PC platforms

REFERENCE

Available upon request