

Kat Martineau

Content Strategist + Designer | martineaukt@gmail.com | [646-244-4369](tel:646-244-4369) | katmartineau.com

eCommerce Business Analyst with 5+ years using tools and processes to create seamless customer experiences on order forms, websites, and dynamic content management systems. Proficient analyst adept at managing multiple projects and synthesizing research findings into professional reports. Passionate about studying the interaction between humans and technology.

Technical skills:

HTML | CSS | WordPress | Photoshop | InDesign | Excel | Optimal Sort | Google Analytics | Bootstrap | JavaScript (Beginner) | LucidChart | JIRA | Confluence | Figma | Postman | Miro

Core Competencies:

UX Research | Usability Testing | Accessibility | Product Management | Competitive Analysis | Information Architecture | Technical Writing | Data Analysis | Wireframing and Prototyping | Production Design | Content Strategy | Card Sorting

Professional Experience

Money Map Press | Feb 2019 – Present

eCommerce Specialist (Mar 2020 - Present)

- Develop chat-bots to improve customer experience, constructing 75+ user journeys.
- Coordinate efforts for publication folds and name changes across 10+ different website properties, consolidating product offerings and increasing workflow.

QA Analyst (Feb 2019 - Feb 2020)

- Performed checks on order forms generating 60%+ of revenue (\$50M+) by troubleshooting code and compliance errors for promotional launches and contributing to usability and accessibility efforts, securing \$1M+ revenue for the company in 1 year.
- Implemented accessibility upgrades to sales funnel page templates by adding alternative text for images and CSS media queries as needed, increasing mobile device responsiveness to +20M subscribers.
- Reduced ordering errors by 80% and increased responsive design output by standardizing ~20 publication templates and debugging JavaScript errors for 40+ product launches.
- Generated Google Analytics dashboard reports, increasing literacy amongst creative teams on browser and device usage.

Park School | Oct 2017 – Jan 2019 | Database Administrator/Analyst

- Oversaw gift processing for checks, credit cards and stock gifts for budgets up to \$1M+, cleaned up data tables and assigned new user access rights in an enterprise-level database.

Professional Experience at Park School (continued)

- Updated content for auction website using Givecorps CMS by configuring and producing lists based on 50+ funds for the annual report.
- Extracted large financial datasets in Excel to conduct a feasibility study for a Capital Campaign and utilized VLOOKUP to analyze discrepancies, ensuring clean, accurate data that met vendor's 70+ requirements.

Kat Martineau Creative | Nov 2014 - Present | Various

- Completed a 6-week contract at John's Hopkins University School of Medicine for a new website release by improving information architecture and polishing code.
- Researched Weebly and WordPress design options that allowed customizable elements, enhancing user experience and increasing sales.

StarChapter | Mar 2015 – June 2017 | Implementation Specialist

- Provided bi-weekly online training to 10+ members, providing technical support and product training to the customer base of board members and associations.
- Closed 25-50 tickets a week of varying technical complexity by addressing email deliverability issues, fixing website bugs, and troubleshooting member database setups.
- Gathered requirements and optimized 100+ systems with websites and databases by migrating content from existing websites, directing overflow work to in-house resources, importing data and delivering the final product.

Creative Circle | May 2012 – Feb 2015 | Recruiter (Creative + Tech)

- Placed job seekers in temporary and permanent roles at Fortune 500 corporations and advertising agencies, interviewing 8-12 new candidates per week and collaborating with sales team to fulfill deadlines with 100% growth rate.

Education and Certifications

University of Baltimore

MS in Interaction Design and Information Architecture (IDIA), 2020 - Present
Certificate in User Experience Design, 2019

General Assembly

Certificate of Completion | Web Design + HTML/CSS Online, 2014

The Graduate Center @ The City University of New York (CUNY)

Master of Arts Liberal Studies (Gender & Sexuality Studies concentration), 2011

New York University

Bachelor of Arts, Major: Journalism Minors: English Literature & Sociology 2004

Certified Human Resources Professional (PHR), 2014 - present

HRCI

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