

BONNIE PREJEAN

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EMAIL AND CONTENT MARKETING | MULTIMEDIA AND UX/UI DESIGN

Highly motivated professional with a strong background in creative design. Skilled in innovative design and fostering collaborative relationships across all organizational levels to drive success.

TECHNICAL SKILLS

Marketo | Drift | HubSpot | WordPress | Adobe Creative Suite | HTML | CSS | Microsoft Excel | JavaScript

PROFESSIONAL EXPERIENCE

Culligan Quench **2022 – Present**

Industry leader for subscription-based bottle-less water cooler solutions for offices and hospitality

Marketing Automation Specialist

- Managed diverse, complex email programs across all business levels, including implementing new Win-Back, Referral, Lead Refresh, Upsell, Newsletter, and Inbound Inquiry streams in Marketo, contributing to a 225% increase in lead conversion for the US and 185% for Canada.
- Developed and customized email templates, copy, and automations, using A/B testing and campaign insights to tailor email strategies for targeted customer segments.
- Led the creation of multi-format social media content, leveraging video, animation, photography, and graphic design to drive consistency and cohesion across the coffee program's brand voice.
- Restructured and managed the Drift AI chatbot and conversation playbook, improving customer experience and reducing sales and customer care strain and driving a 25% increase in CSAT.

Drucker Labs, LLC **2021 – 2022**

Luxury CPG wellness brand producing liquid vitamin supplement

Senior Marketing Associate

- Designed complete website UX/UI for new product launches, updating graphic elements, vector mockups, and photography.
- Managed all marketing materials, including banners, trade show flyers, and 20+ healthcare practitioner brochures, ensuring consistency and engagement in direct marketing.
- Directed all social media channels across LinkedIn, Facebook, and Instagram, with tailored content for each platform.

Whataburger Restaurants, LLC **2016 – 2020**

Regional restaurant chain iconic in Texas, with more than 800 locations in 10 states

Multimedia Designer

- Produced dynamic creative assets for internal teams including Business Architecture, Strategy Design, Strategy Execution, and Restaurant Opening Center.
- Standardized corporate design style, including icons, annual project planning workbooks, and templates, enhancing visual consistency and brand guidelines.
- Lead discussions across various departments within the company to align on and then provide PowerPoint templates, graphics, project storyboards, and infographics to support project communications with senior leadership.

EDUCATION

Bachelor of Fine Arts - Digital Design | Tarleton State University

CERTIFICATION HIGHLIGHTS

Marketo Engage Business Practitioner | *Adobe Certified Professional*
UX/UI Design Specialization | The Language of Design | *California Institute of the Arts*
Brand Management: Aligning Business, Brand and Behaviour | *University of London*

PROFESSIONAL AFFILIATIONS

Alpha Phi Omega Service Fraternity (Alumnus)