



Sam Flood

Digital Experience + Design + Innovation

👤 Profile

I am a proven leader in the digital space with UI, UX, Web Dev and Management experience. My goal as a designer is to bring simplicity and creativity to the digital user experience. I love taking the complex and making it sleek and simple. I take pride in my ambition to learn and advancing my knowledge of digital development.

📁 Employment History

Web Marketing Manager at Ferrara Candy Company, Chicago, IL

January 2020 — Present

- Ferrara's digital and technical lead tasked with leading the design, development and maintenance of the portfolio-wide brand sites including Trolli, SweeTarts, Keebler, and Nerds along with 15+ others.
- Launched Ferrara's first SEO Strategy including implementation of Google Search Console as well as creation and launch of GTM accounts for the brand websites.
- Daily technical contact with various web and marketing agencies tasked with campaign builds for Ferrara.
- Management of internal contractors tasked with ensuring inventory of Ferrara products are up-to-date on all brand sites.
- Managed digital platforms such as Website CMS, Marketing's DAM tool, QR Code Platform and Google Analytics

Manager of Digital Innovation at Minnesota Timberwolves, Minneapolis, MN

January 2018 — Present

- Manage a team consisting of a Sr. Digital Designer, a Web Developer, an Email Marketing Specialist and a Digital Innovation Associate.
- Management included oversight and creative direction of Timberwolves & Lynx web properties (WordPress & Drupal), email marketing campaigns (Marketo) and mobile apps (VenueNext, Adept).
- Lead strategy, design and development of all web initiatives tying back to ongoing marketing campaigns. Collaborate with email, creative and social teams to ensure campaign cohesion across all digital properties.
- Main point of contact to internal and external teams for daily web and app management and maintenance requests including game night web and mobile app updates.
- Manage analytics and reporting for all digital properties using Google Analytics, Omniture and Parse.ly.
- Assist in creation and management of lead generation and automated email marketing campaigns using Marketo.

Details

Chicago, IL

(920) 251-3983

designs@samflood.com

Links

[Portfolio: samflood.com](http://Portfolio:samflood.com)

[LinkedIn: /samflood7](https://www.linkedin.com/company/samflood7)

[Twitter: @flashflood7](https://twitter.com/flashflood7)

[Instagram: @flashflood7](https://www.instagram.com/flashflood7)

Skills

CMS (WordPress, Drupal, Episerver, Wix)

Website UI/UX

Google Analytics

Digital Platform Management

AR/VR Activations

HTML & CSS

JavaScript

Dreamweaver CC

Photoshop CC

Illustrator CC

Marketo (Email Automation)

After Effects CC

- Experience leading weekly 1-on-1's with employees including bi-yearly performance reviews.

Senior Digital Designer/Web Developer at Minnesota Timberwolves, Minneapolis, MN

December 2011 — January 2018

- Lead designer and developer of Timberwolves' rebranding initiative including an award winning custom microsite for the new logo as well as an NBA Best Practice Nomination for custom uniform unveiling landing page.
- Lead designer of the redesigned Timberwolves mobile app. Provided creative direction on all design elements, acted as main digital media contact for 3rd party app vendor, built a unique landing page to announce the app launch.
- Design and develop web user experience and interface for all major marketing campaigns for Timberwolves online properties.
- Redesign of the Timberwolves season ticket membership online portal.
- Work with ticket sales initiatives to design user experience journey from wireframing, prototyping to web activation of landing pages & microsites.

Education

B.F.A. in Multimedia Design, University of Wisconsin-Stout

September 2006 — May 2011

References

Bob Stanke from Minnesota Timberwolves

Contact information available upon request

Lindsay Milne from Minnesota Timberwolves

Contact information available upon request

Robert Teofilo Jr. from Arizona Coyotes

Contact information available upon request

Awards

FWA Site of the Day, (December 2, 2020)

[View Site of the Day post](#)

2018 Ad Fed "The Show", Silver Pin - Microsites

[Visit site](#)

2018-19 NBA Digital Innovator Award

2015 & 2016 WNBA Digital Engagement Award