



# Sam Flood

Digital Experience + Design + Innovation

## 👤 Profile

I am a proven designer in the digital space with both management and design experience in the UI, UX and Web Dev world. 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

- Responsible for the design, development and maintenance of the Ferrara portfolio brand sites including Trolli, SweeTarts, Keebler, and Nerds along with 10+ others.
- 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.

### 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.
- Study best practices and develop market leading user experience and interface design trends for 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.
- 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

## Details

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[designs@samflood.com](mailto:designs@samflood.com)

## Links

[LinkedIn: /samflood7](#)  
[Twitter: @flashflood7](#)  
[Instagram: @flashflood7](#)  
[Portfolio: samflood.com](#)

## Skills

UI/UX (Web, InVision, Sketch)

HTML & CSS

Photoshop CC

Google Analytics

Dreamweaver CC

JavaScript

Illustrator CC

Marketo (Email Automation)

API Testing and Development

CMS (WordPress, Drupal)

After Effects CC

- 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, Menomonie, WI**

At Stout I was enrolled in the Multimedia Design program with a focus on the Web and Video segments of the major. I completed my degree in 5 years while also competing on Stout's Track & Field team where I earned All-American status and was voted team captain for my final 2 years.

## References

### **Lindsay Milne from Minnesota Timberwolves**

Contact information available upon request

### **Mike Grahl from Minnesota Timberwolves**

Contact information available upon request

### **Robert Teofilo Jr. from Arizona Coyotes**

Contact information available upon request

## Awards

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

In 2018 I received a Silver Pin in the Microsites category for my work as Senior Digital Designer/Web Developer on the Minnesota Timberwolves' [logo unveil site](#).

### **2018-19 NBA Digital Innovator Award, January 2019 (Minnesota Timberwolves)**

### **2015 & 2016 WNBA Digital Engagement Award, April 2015 & April 2016 (Minnesota Lynx)**