

# Tiff Setzler

Designer, Developer, Manager, & More

## Profile

Throughout my career, I've had the opportunity to collaborate with clients and organizations in various sectors, including politics, education, industrial equipment, medical fields, and non-profit organizations.

Over the past 10+ years, I have not only enhanced my design and development skills but also led departments, coached employees, and mentored interns. I am always eager to explore new opportunities to assist businesses in their growth while bolstering their teams. I am prepared to wear different hats and contribute wherever my skills can be of value.

In addition to my professional achievements, I possess over 15 years of volunteer experience in leadership roles, both in guiding teams and managing volunteer organizations. This diverse background has equipped me with essential skills in teamwork, communication, and organizational management, which I bring to every professional endeavor.

I am constantly seeking fresh opportunities to utilize my skills and expertise to help businesses thrive while enhancing their teams. I am versatile and adaptable, ready to take on various roles and contribute wherever my abilities can have a meaningful impact.

## Skills

**Budgeting:** I am skilled in managing budgets effectively, ensuring that resources are allocated efficiently to achieve project objectives while maximizing ROI.

**Hiring and Letting Go:** I have experience in the entire employee lifecycle, from recruiting top talent to making difficult decisions when necessary, always with a focus on building high-performing teams.

**Project Scopes:** I excel in defining project scopes, setting clear objectives, and aligning them with business goals to ensure successful project outcomes.

**Project Management:** I have a proven track record of overseeing projects from inception to completion, ensuring they are delivered on time, within scope, and within budget.

**Quality Assurance Training:** I am adept at implementing quality assurance processes and providing training to ensure that deliverables meet or exceed industry standards.

**Client Management:** I have a strong background in managing client relationships, ensuring their needs are met, and delivering projects that exceed their expectations.

**Account Management:** My experience includes effective account management, maintaining strong client partnerships, and identifying opportunities for business growth.

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## Continued Skills

**Graphic Design:** Proficient in using various design tools and techniques to create visually appealing and effective graphic designs for both digital and print media.

**Web Development and Design:** Skilled in developing and designing responsive and user-friendly websites, ensuring seamless user experiences and high-quality visual appeal.

**Video Editing:** Experienced in video editing software, capable of creating engaging and professional videos for promotional and informational purposes.

**Social Media Management:** Proficient in managing social media platforms, creating content calendars, and engaging with the audience to enhance brand presence and customer interactions.

**Email Marketing:** Knowledgeable in email marketing strategies, including email campaign creation, segmentation, and analysis to drive customer engagement and conversions.

**Google Analytics:** Proficient in using Google Analytics to analyze website traffic, track user behavior, and derive insights to optimize digital marketing strategies.

## Work Experience

### ***Web Designer/Developer & Graphic Design***

TSetzler Designs | December 2012 - Current

### ***Developer***

Pixelsmith | August 2021- September 22, 2023

### ***Software Engineer promoted to Director of Front End Development***

Dealer Venom | January 2020 - August 2021

### ***Lead Developer***

Actual Size | December 2016 - January 2020

### ***Developer***

Elias/Savion Advertising | September 2015 - December 2016

### ***Junior Web Developer***

Chemistry Communications, July 2015 - September 2015

### ***Visual Developer***

Brunner - B\*Works | May 2014 - May 2015

### ***Web Designer/Developer***

180 Fusion | April 2013 - June 2014

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## Education

### **Web Design & Interactive Media-Bachelor of Science**

Art Institute of York - Pennsylvania | March 2013

### **Web Design Associate in Specialized Technology**

Art Institute of York - Pennsylvania | December 2010

### **Hanover Senior High School**

High School Diploma | June 2008

## Volunteer Experience

### **Founder**

Not Another Club | September 2023 - Current

### **Founder**

Birthday Toy Drive | July 18, 2016 - Current

### **Committee Member**

Shake Your Groovy Booties with Children's Home of Pittsburgh | September 2023 - Current

### **Committee Member**

Shake Your Groovy Booties with Children's Home of Pittsburgh | September 2022 - April 2023

### **Mentor**

WIT Pittsburgh | November 2020

### **President**

American Advertising Federation Pittsburgh - Ad 2 | July 2018 - July 2020

### **Vice President**

American Advertising Federation Pittsburgh - Ad 2 | January 2016- July 2018

### **Programs & Communication Chair**

American Advertising Federation Pittsburgh - Ad 2 | November 2015 - July 2020

### **President**

Student Government Art Institute of York - PA | January 2011- December 2012