

Tiff Setzler

Designer, Developer, Manager, & More

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TSetzlerDesigns.com

Profile

Throughout my career, I've had the opportunity to collaborate with clients and organizations across diverse sectors, including politics, education, industrial equipment, medical fields, and nonprofits.

Over the past 10+ years, I've honed my design and development skills while leading departments, coaching employees, and mentoring interns. I'm always eager to explore new opportunities to help businesses grow and strengthen their teams. I'm adaptable and willing to take on various roles to contribute wherever my skills are most valuable.

Beyond my professional achievements, I have over 15 years of experience in volunteer leadership roles, guiding teams and managing volunteer organizations. This diverse background has equipped me with strong skills in teamwork, communication, and organizational management, which I apply to every professional endeavor.

I'm continually seeking new opportunities to leverage my skills and expertise to help businesses thrive while enhancing their teams. I'm versatile and adaptable, ready to take on various roles and make a meaningful impact wherever my abilities can be of most value.

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.

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 life cycle, from recruiting top talent to making difficult decisions when necessary, always with a focus on building high-performing teams.

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Continued Skills

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.

Work Experience

Web Designer/Developer & Graphic Design

TSetzler Designs | December 2012 - Current

Software Engineer

Carney | January 2024 - April 2024

Developer

PixelSmith | August 2021 - September 22, 2023

Director of Front End Development

Dealer Venom | October 2020 - August 2021

Software Engineer

Dealer Venom | January 2020 - October 2020

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 & COO

Birthday Toy Drive | July 18, 2016 - Current

Committee Member

Shake Your Groovy Booties with Children's Home of Pittsburgh | September 2023
- April 2024

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