

GABRIEL G. RIGGS

916 GREENLEAF ROAD • LOUISVILLE, KY 40213 • (502) 216-0943 • GABERIGGS@GMAIL.COM

SUMMARY OF QUALIFICATIONS

- Strong skills in Web and graphic design, writing, public speaking, motivation and leadership
- Adept in designing and deploying online and offline communications for creative and business purposes
- Cross-functional collaborator with versatile skills and knowledge in marketing, business and technology

PROFESSIONAL EXPERIENCE

March 2008 to present • Norton Healthcare • Louisville, Ky.

eBusiness Marketing Coordinator

- Develop marketing campaigns, strategy and materials, for corporate marketing and eBusiness initiatives
- Integrate marketing campaigns and opportunities for service line and hospital promotion and patient information into online campaigns for the system's national award-winning Web site, NortonHealthcare.com
- Provide Web project management to internal and external Norton Healthcare groups, through defining projects, scope and estimation, developing project plans, coordinating communications and team member tasks, and managing client relationships
- Research, review and implement market trends, improved functionality, new technology and analytical tools
- Work with service line managers to create eNewsletters to support their campaigns and initiatives
- Use analytic tools to help determine effectiveness of web pages and work with managers to improve their content

January 2007 to March 2008 • Norton Healthcare • Louisville, Ky.

eBusiness Content Administrator

- Managed, updated and improved Web site content, links and architecture through site's content management system for hospital facilities, service lines events and patient education
- Designed innovative imagery, icons, animations and videos for corporate and eBusiness marketing
- Trained clients and created content for training materials; Provided strategic content, placement and design counsel and support for clients to achieve their goals within corporate brand standards
- Redesigned the employee intranet site and created a new style guide to correlate with corporate objectives
- Designed ecommerce site and provided a new site-specific style guide
- Completed intensive project management training course

July 2005, June to August 2006 • Foundations for Teaching Economics • Davis, Calif.

Program Coordinator

- Instructed 30 to 50 students and faculty on leadership growth and development
- Developed leadership activities in conjunction with program director to maximize the program's effectiveness
- Taught leadership development and coordinated activities that aid students in their personal growth

EDUCATION

August 2003 to May 2007 • Indiana University • New Albany, Ind.

Bachelor of Science in Business

- Concentrations in Management and Marketing; GPA: 3.4

VOLUNTEER EXPERIENCE

May 2005 to Present • Northside Christian Church • New Albany, Ind.

College-Age Worship Leader and Adult Worship Team Member

- Lead young adult worship service and organize, schedule, and rehearse songs, musicians and service order
- Work with church leadership to develop services that are appealing and relevant to the targeted demographic

March 2005 to May 2005 • Christian Academy of Indiana • New Albany, Ind.

Varsity Track and Field Coach

- Worked with high school students to create individual workout schedules and develop personal fitness goals

PROFESSIONAL SPEAKING ENGAGEMENTS

April 25, 2008 • A.D.A.M. User Group Association • Delray Beach, Flori.

Using Embedded Messaging to Cross Promote Your Service Line

- Presentation to web based, health care professionals on best ways to promote their service lines online by meeting consumers at all a variety of places.

February 12, 2008 • Indiana University Southeast • New Albany. Ind.

Analytic Tracking and Web 2.0 Trends in Health Care

- Presentation on reporting ROI through Norton Healthcare's website and the tools used for these reports.