

GRAPHIC DESIGN | DIGITAL MARKETING | MARKETING AUTOMATION

Art Director & Digital Marketing Specialist

Mcomm Group, Inc. | September 2014 - Present

Responsible for completing and assisting in all graphic design and digital deliverables for Mcomm Group. Job duties include a wide variety of digital and print creative, including emails, digital ads, social posts, website design and maintenance, brochures, and direct mails. Responsibilities also include marketing automation, SEO, account management, strategic planning, and client communications.

- Design, lead, track, and/or provide direction throughout all phases of creative projects.
- Design and program HTML emails according to best practices, as well as maintain email lists.
- Design, create, and edit websites and landing pages. This currently includes 8 WordPress websites, as well as using 10+ additional websites in which I have admin access or work hand-in-hand with the clients' website vendor.
- Currently starting to work more with UX/UI design. I recently created the design for Mcomm's first native app using Adobe XD. That app is in the process of being programmed. I am looking forward to working more in this area. I will be taking the steps to get certified in UX design in the near future.
- Enhance marketing and lead generation efforts by integrating marketing automation into digital strategies, including building forms, chatbots, emails, lead scoring, visual workflows and action groups. Currently, managing 10 accounts integrated with over 15 websites on the SharpSpring Marketing Automation platform.
- Work with internal team and clients to customize digital strategies to increase brand awareness and promote products and/or events.
- Research and provide creative solutions to improve clients' marketing strategies.
- Follow each company's brand/marketing guidelines to protect the strength of each brand, and keep all designs and messaging consistent and professional.

Graphic Designer

Material Handling Network | June 2006 - April 2014

Responsible for all graphic design and production of Material Handling Network print and digital magazines. Job duties also include producing newsletters, HTML email campaigns, client brochures and inserts, and maintaining company website and social media presence.

- Produce a minimum of 15 print and digital ready publications per year that go to a global reader base of 21K.
- Produce up to 50 in-house print ads per month.
- Produce a minimum of 55 HTML email campaigns yearly.
- Maintain Network's website and social media accounts on a daily basis.
- Edit and layout editorial within the publication and online.
- Maintain email subscription database.
- Pick up the production overflow from Network's Corporate Division.

Graphic Design/Multimedia Intern

Tazewell County Health Department | June 2004 - May 2006

Completed several in-house projects for the health department that required graphic design and multimedia experience, including some video and photography projects.

Education

Bradley University - May 2006 - Bachelor of Science - Multimedia & Graphic Design
Illinois Central College - May 2004 - Associate of Arts & Science - Multimedia

Software Experience

Adobe Creative Suite

- InDesign
- Illustrator
- Photoshop
- Premiere
- Acrobat
- Adobe XD
- Dreamweaver

Microsoft Office

Email Marketing

- Active Campaign
- MailChimp
- Colossal Response
- Constant Contact
- ClickBack
- SharpSpring
- Act-On

Web Design

- Wordpress
- Exponent CMS
- ClickFunnel

Marketing Automation and CRM:

- SharpSpring (Certified)
- HubSpot
- Act-On
- Microsoft Dynamics
- Mcomm CRM

Project Management

- ClickUp
- Basecamp
- Magazine Manager

Other

- Google Analytics
- SEMrush