

GRAPHIC DESIGN | DIGITAL MARKETING | MARKETING AUTOMATION

Senior Graphic Designer

Mcomm Group, a Hawke Media company | September 2014 - Present

Drove the creation and implementation of a wide range of digital and print graphic design assets for Mcomm Group, including emails, digital advertising, social media graphics, website design and maintenance, brochures, and direct mail. Responsibilities included strategic planning, marketing automation, SEO management, client account oversight, and direct client engagement.

- Led end-to-end design and development of creative projects, aligning client objectives with cohesive visual solutions and established brand standards across digital and print platforms. Established visual guidelines across digital channels to maintain consistency and scalability.
- Designed and edited responsive emails using email editors and HTML, managed segmented email lists, and built reusable design templates to improve workflow efficiency and streamline production.
- Translated wireframes into high-fidelity, developer-ready designs in Figma for WordPress and Shopify builds, ensuring accessibility standards and UX best practices across web projects.
- Designed, built, and maintained over 40 high-converting websites and landing pages across WordPress and other platforms, optimizing usability, performance, and accessibility.
- Expanded initial design concepts into a comprehensive suite of production-ready assets across web, social, email, and marketing channels, ensuring brand consistency and improving efficiency.
- Optimized marketing and lead generation initiatives through strategic deployment of marketing automation within SharpSpring and HubSpot platforms, managing 10 accounts across 15+ integrated websites and configuring forms, chatbots, email campaigns, lead scoring, and automated workflows.
- Collaborated with cross-functional teams and clients to develop and implement data-driven strategies to elevate brand presence and achieve marketing goals. Applied research and analytical skills to propose creative, performance-driven solutions that enhanced client marketing outcomes.
- Maintained strict adherence to brand guidelines, ensuring professional, cohesive messaging across all design and marketing materials.

Graphic Designer

Material Handling Network | June 2006 - April 2014

Directed the complete graphic design and production lifecycle for Material Handling Network's print and digital magazines, ensuring high-quality and timely delivery. Responsibilities also encompassed the creation of newsletters, HTML email campaigns, client brochures and inserts, and the management of the company website and social media presence.

- Produced a minimum of 15 print and digital publications annually, reaching a global readership of 21K.
- Generated up to 50 in-house print advertisements monthly, adhering to brand guidelines and project specifications.
- Developed and deployed a minimum of 55 HTML email marketing campaigns per year, optimizing for engagement and deliverability.
- Maintained and updated the Network's website and social media platforms daily, ensuring consistent brand messaging and audience engagement.
- Managed editorial layout and design, ensuring clarity and visual appeal.
- Administered the email subscription database, maintaining data integrity and list segmentation.
- Provided overflow production support to the Network's Corporate Division, demonstrating flexibility and collaborative spirit.

Education

Bradley University - May 2006 - Bachelor of Science - Multimedia & Graphic Design

Illinois Central College - May 2004 - Associate of Arts & Science - Multimedia

Software Experience

Design

- InDesign
- Illustrator
- Photoshop
- Premiere
- Adobe XD
- Figma

Email Marketing

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

Web

- Wordpress
- Exponent CMS
- ClickFunnel
- DealerSpike
- TracTru

Marketing Automation and CRM:

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

Project Management

- Productive
- ClickUp
- Basecamp

Other

- Acrobat
- Microsoft Office
- Google Workspace
- SEMrush
- Ahrefs