

GRAPHIC DESIGN | WEB DESIGN | DIGITAL MARKETING | MARKETING AUTOMATION

Senior Graphic Designer

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

- Led the design and development of digital and print marketing assets, including branding, digital advertising, social media graphics, email campaigns, websites, brochures, presentations, signage, and direct mail for a diverse portfolio of client industries.
- Managed end-to-end creative projects from strategy through production, developing cohesive visual solutions aligned with client objectives, brand standards, and marketing goals across digital and print platforms.
- Expanded campaign concepts into production-ready assets across print, web, social, email, and marketing channels, improving efficiency while maintaining brand consistency.
- 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 high-converting websites and landing pages across WordPress and other platforms, optimizing SEO, usability, performance, and accessibility.
- Optimized marketing and lead generation initiatives through strategic deployment of marketing automation within SharpSpring and HubSpot platforms, managing accounts across integrated websites and campaigns, configuring forms, chatbots, email campaigns, lead scoring, and workflows.
- Collaborated cross-functionally with internal teams, developers, vendors, and clients to develop and implement data-driven marketing strategies, present creative concepts, refine messaging, and deliver performance-driven solutions that elevated brand presence and supported brand objectives.
- Prepared production-ready artwork and final files for print and digital distribution, incorporating revisions with strong attention to detail in typography, layout, spacing, visual hierarchy, and overall design quality.
- Incorporated trademarks, copyrights, disclaimers, citations, and required legal copy into print and digital materials while maintaining accuracy, consistency, and brand standards.
- Managed multiple projects simultaneously in fast-paced environments, consistently meeting deadlines and maintaining high-quality standards with minimal oversight.
- Organized file systems, naming conventions, and document version control processes to streamline collaboration, revisions, and production efficiency.
- Began exploring and integrating AI-powered creative and productivity tools to streamline workflows, speed up content production, and improve efficiency across projects.

Graphic Designer

Material Handling Network | June 2006 - April 2014

- Directed the full design and production lifecycle for Material Handling Network's print and digital magazines, newsletters, HTML email campaigns, brochures, inserts, website content, and social media assets, ensuring high-quality and timely delivery across all platforms.
- Produced 15+ print and digital publications annually for a global readership of over 21,000, managing editorial layout and design to maintain clarity, visual appeal, and brand consistency.
- Created up to 50 in-house print advertisements monthly and developed 55+ HTML email marketing campaigns annually, optimizing deliverability, engagement, and production efficiency.
- Maintained and updated the company website, social media platforms, and email subscription database, ensuring consistent audience engagement, accurate list segmentation, and data integrity.
- Provided overflow production support to the Corporate Division, collaborating across teams to meet deadlines and maintain quality standards in fast-paced production environments.

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, Marketing Automation, and CRM:

- SharpSpring (Certified)
- HubSpot
- Act-On
- Active Campaign
- CimpleChat
- Colossal Response
- Constant Contact
- Klaviyo
- MailChimp

Web

- Wordpress
- Exponent CMS
- ClickFunnel
- DealerSpike
- TracTru

Project Management

- Productive
- ClickUp
- Basecamp

Other

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