

MALLORY STEVENS

WEB & GRAPHIC DESIGNER

860-307-5846

MALLORYSSTEVENS@GMAIL.COM

MALSTEVENS.COM

My Work Experience

ENERGY SOLUTIONS ASSISTANT

USES | ELECTRICAL WHOLESALERS | MIDDLETOWN, CT

May 2018 - Present

- Prepare all utility reports for individual rebate processing by troubleshooting system errors, maintaining incentive amounts, product pricing and orders as needed for each program.
- Providing monthly sales data on utility program results.
- Managing multiple projects and follow-ups on program questions.

WEB CONTENT MANAGER

LINARA TRAVEL | WILMINGTON, NC

August 2017 - April 2018

- Performed content entry, adjustments for SEO strategies, and photo retouching for website and re-brand.
- Tested and troubleshooted cross-browser functionality.
- Created print design using Illustrator, designed custom emails and blog posts utilizing HTML, CSS and Constant Contact, designed social media collateral in Photoshop.

DESIGNER

BROADCASTMED | FARMINGTON, CT

August 2012 - April 2017

- Designed, coded and maintained client and internal websites using the companies CMS system, integrating their brand and targeted goals.
- Managed, designed and implemented promotional and marketing collateral ranging from social media ads, web banners, newsletters, press releases, landing pages, and custom email campaigns.
- Integrated and reported Google Analytics, followed SEO best practices, created print and digital designs, performed multimedia content entry and email marketing on a variety of platforms.

FREELANCE WEB & GRAPHIC DESIGNER

January 2012 - Present

- Riverton Merchant's Association - website redesign, logo design, marketing and promotion materials.
- Uncle Aaron's Tackle Shack - website redesign and marketing.
- AJC Landscaping & Dumpsters - website design and promotions.
- Problem Animals & Wildlife services - website, print, and logo design.
- Watermark Press Printmaking Studio - website and logo redesign.

Executive Summary

Motivated and experienced web & graphic designer with 5+ years experience in the design industry. Highly trained in; Adobe CC, HTML/CSS, a variety of CMS platforms and responsive design. Experienced designing digital collateral to boost client site traffic and achieve client goals. Detail-oriented and innovative in problem solving, seeking to explore new opportunities and push the limits of creativity.

Skills & Experience

- Adobe CC:
Photoshop, Illustrator, Indesign, Dreamweaver, Business Catalyst
- HTML / CSS
- Multiple CMS Platforms
WordPress, Wix, Webflow, FarCry
- Responsive Web Design
- Email Marketing
MailChimp, Constant Contact
- SEO & Analytics Reporting
- Microsoft Office

Contact Details

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<https://malstevens.com>

Education History

UNIVERSITY OF HARTFORD
WEST HARTFORD, CT

Bachelors Degree of Fine Arts, 2009-2011
Contract Major in Multimedia Web Design
Minors in Graphic Design and Art History
Magna Cum Laude

NWCT COMMUNITY COLLEGE
WINSTED, CT

Associate in Science Degree of Fine Arts,
2006-2009

Graphic Design, Honors