

# MARY E. WALL

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## EDUCATION

### University of North Carolina at Charlotte

B.A. in Graphic Design, B.A. in Illustration, Minor in art history

### Midlands Technical College

Advanced Dreamweaver, Advanced HTML, E-commerce, Flash, CSS

## WORK EXPERIENCE

### NSi Industries LLC, Huntersville, North Carolina / Manufacturer of Electrical Products

#### July 2013 - August 2015, Art Director - Web

- Art directed and managed graphic and structural development of new company website:
  - Assisted in search for development firm, working closely with VP of IT and liaison to members of development teams internally and externally
  - Built wireframes for visual representation of function of intended site
  - Managed CMS and developed all static pages
  - Worked with Product Managers to develop robust product data sheets
  - Monitored and reported on website and e-commerce site statistics
  - Maintained product statuses and descriptions
  - Kept home page up to date with current monthly marketing strategies
- Managed Internet Marketing via industry sites like tradeservices.com, naed.com and social media sites, reporting on all data and statistics
  - Created and maintained company app through third party development
- Managed Direct Email Campaigns
  - Built multiple e-newsletter HTML templates
  - Managed internal and external subscriber lists
  - Collected and created content, sending based on various schedules and reporting on analytics

#### July 2013 - July 2014

- Art direction for advertising
  - Designed and introduced new print ad style
  - Created monthly advertising for national and regional industry print publications
  - Created or managed corresponding web and social media ad cuts and multiple versions of product copy

### PM Systems - An ACI World Wide Company, Columbia South Carolina / Provider of Online Banking Services for the Credit Union Industry

#### July 2011 - July 2013, Web Designer

- Worked with IT staff, sales staff, and Credit Union marketing department to design, develop and maintain credit union websites meeting each ones business goals and objectives; built wireframes and site mock-ups for client presentation
- Designed and deployed iPhone and Android app graphics
- Designed marketing and promotional materials, also served as company Photographer
- Assisted customers in maintaining their sites using the PM Systems' CMS

### Columbia College, Columbia South Carolina

#### Dec. 2005 - July. 2011, Director of Web Services and Publications

- Built and maintained all aspects of the college website using client-side coding. Created wireframes and designed proposals for new site designs
- Analyzed search engine optimization and website statistics to track and provide recommendations on traffic, usage rates, and bounce rates
- Worked with marketing, customer service and the IT department to deliver web content, visuals, multimedia, and printed materials to meet business objectives
- Researched and implemented content management software, and subsequently trained multiple departments in content management
- Researched and implemented social media sites to enhance visibility to new students and promote involvement with current and former students
- Staff photographer for all events
- Managed social media sites, and trained other departments on how to create/maintain their own

### Research Associates, Columbia South Carolina / Grants Development and Management Firm

#### March 2004 - Dec. 2005, Graphic/Web Designer

- Built and maintained 3 websites alongside research and implementation of enhancements to websites
- Optimized websites for best search engine results
- Created advertisements, flyers, menus, logo, letterhead, invitations, banners, book design, book layout, etc.
- Staff photographer for all events

#### April 2003 - March 2004

Graphic Designer at Columbia Business Monthly and AATAC

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## SKILLS

- Expert knowledge of HTML, CSS, SEO, Adobe Creative Suite, Website Content Management Systems, Exacttarget, image optimization, photo manipulation, email templates, Wordpress, Content Management Systems, and pre-press/printing specifications.
- Strong knowledge of UI/UX design and cross browser compatibility
- B2B and B2C internet marketing strategies, and managing Social Media.
- Analytic reporting and analysis for websites, internet marketing, and social media.
- Experience with of JavaScript, ASP, Power Point, Excel, Flash, and streaming video.
- In-depth experience applying graphic design principles to produce innovative and tastefully created printed documents and websites.
- Experienced photographer with a professional grade Cannon SLR for events and portraits.
- Intrinsic creative talent and a lifelong interest in illustration; offer a keen eye for quality design and document/website layout.
- Able to work on multiple projects in a deadline driven environment with great, organizational, and interpersonal skills.
- Creative; strong work ethic; team player; fast learner; and optimistic worker.