

JULIE R. STUART

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QUALIFICATIONS PROFILE

Creative Graphic Design professional with demonstrated experience in design management, visual communications, website development, and print/promotion design. Effectively translate vision and goals into powerful and attractive design. Known for ability to produce high quality images; successfully design graphical elements that brand and enhance websites. Highly skilled at managing design projects; ensure proper workflow with an emphasis on meeting strict deadlines. Strong attention to detail and quality of visuals and other content. Exemplary team and client communication abilities. *Creative experience in the following:*

- ◆ Layout & Design
- ◆ Email Marketing
- ◆ Project Management
- ◆ Team Leadership
- ◆ Website Development
- ◆ Visual Communications
- ◆ Needs Assessment
- ◆ Relationship Management
- ◆ E-commerce Strategies
- ◆ Search Engine Optimization
- ◆ Design Software
- ◆ Dynamic Presentation

PROFESSIONAL EXPERIENCE

POOLSUPPLIES.COM / SCIENTIFICS DIRECT, Tonawanda, New York

Email Marketing Developer & Graphic Designer, 1/2019 – Present

Design and develop daily and weekly email marketing campaigns; test emails prior to sending, track email stats and monitor list health. Track sales, trends and campaign schedules, ensuring all design deadlines are met. Conduct A/B testing to identify best practices for email deployment and increase clicks and conversions. Design website graphics, including banners, icons, logos, and info graphics; design packaging for private-label products. Create posters, flyers, and magazine advertisements. Coordinate email marketing campaigns with each company's Head Manager; collaborate with marketing team in discussing trends, concepts, and marketing campaign feedback. Utilize internal software to build out campaign discounts for website and internal POS systems.

- ◆ Expertly mentored graphic design intern for 6 months; presented intern with projects and provided feedback on project successes and recommendations for improvement; provided training in areas such as design and composition, and intermediate / advanced use of Adobe Photoshop.
- ◆ Instrumental in 89% increase in email click through rate (CTR) for PoolSupplies.com, and 34% increase in CTR for Scientifics Direct.
- ◆ Drove substantial improvements to professionalism, detail and effectiveness of designs; triggered significant increase in quality of materials developed for showcasing products.

FLORAL SYSTEMS, Corfu, New York

Graphic and Website Designer, 4/2013 – 1/2019

Leveraged creativity and technical skills to envision, design, and support launch of high-impact websites for floral shops across the US and Canada. Project-managed all engagement stages to meet client satisfaction requirements, budget goals, and revenue objectives. Developed collateral materials including email blasts, flyers, graphics, photography, and other elements for websites; designed for client and corporate marketing needs. Performed detailed and comprehensive client consultations; discussed color, layout, plan, image, and vision; trained clients in website access, maintenance, and usability. Troubleshoot and resolved client concerns and website issues; contributed to DNS and hosting decisions / strategies. Collaborated with technical team comprised of a web developer and 2 programmers. Managed and organized client database. Trained and mentored interns and support staff.

- ◆ Effectively promoted website design services while skillfully training clients in website maintenance; educate end-users on performing website administration duties during post-sales engagement stages.
- ◆ Delivered high-impact email marketing designs that supported clients in winning immediate results.
- ◆ Reduced backlog of 40 pending website design projects and implemented project management processes that delivered wide-ranging innovations in original designs to align with developing market trends.
- ◆ Created new best-practice standard via uniquely designed website elements as opposed to vendor-generated templates.
- ◆ Developed a social media marketing / networking plan for clients comprised of banners, Facebook promotional text, and Twitter promotions, allowing streamlined content posting on social media websites.

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TECTRAN MANUFACTURING, Buffalo, New York

Graphic Designer, 6/2011 – 3/2013

Held full accountability for redesigning flagship website with interactive functionality and various search functions. Interface with diverse populations at all levels; collaborated with outsourced programmer via email / telephone regarding website functions. Researched and analyzed competitor websites; identified and incorporated key concepts into corporate web design. Compiled website metrics regarding visitors and page views. Designed print materials, including signs, posters, flyers, displays, presentations, and packaging; took commercial photographs for print materials. Offered guidance to colleagues regarding multitasking and workflow optimization.

- ♦ Designed a state-of-the-art website that significantly outperforms competitors in search functionality, design, layout, and use of database to pdf catalog pages.
- ♦ Successfully eliminated backlog of projects within the marketing department; implemented multitasking skills to complete both existing and new projects within initial 4 months of employment.
- ♦ Facilitated ability to benchmark traffic on website by recommending implementation of Google Analytics.
- ♦ Instrumental in conceptualizing and executing graphic standards for logo usage, which drove consistency with corporate marketing principles.
- ♦ Commended by senior leadership for outstanding contributions and knowledge in website design, and print layout / design.

LEISURE LIVING, Buffalo, New York

Graphic Designer, 10/2005 – 5/2011

Designed and produced innovative visual graphics and pages for 7 e-commerce websites; created promotional emails, and developed landing pages for search engine marketing. Accountable for maintaining websites; added/removed products from shopping cart, wrote descriptions for products, and managed search engine optimization activities. Analyzed websites in order to create a pleasing, efficient shopping experience for consumers. Collaborated with colleagues regarding design concepts, ensuring overall quality of visual communications. Researched new trends regarding e-commerce business and email marketing; offered suggestions and ideas regarding design strategies.

- ♦ Key role in major projects, including opening of 6 new e-commerce websites; successfully interpreted and articulated vision, conceived designs, and ensured completion within stringent deadlines.
- ♦ Restructured/redesigned flagship website, poolsupplies.com; developed various graphics and pages, facilitating a user-friendly environment and improving overall company image.
- ♦ Substantially increased productivity by instituting standard process and prioritizing workflow; efforts aided in streamlining website maintenance and updates.
- ♦ Effectively created dynamic graphics / designs utilizing composition and design principles; consistently recognized for attention to detail and fresh and innovative ideas.

** * Prior experience as Supervisor with Casual Corner and Front End Manager with Quality Markets*

EDUCATION / TRAINING

Bachelor of Arts in Graphic Design, DAEMEN COLLEGE – Amherst, NY

Associate of Applied Science in Advertising & Graphic Design, CAZENOVIA COLLEGE – Cazenovia, NY

TECHNICAL PROFICIENCIES

Platforms: Windows 10

Software / MS Office (Word, Excel, Outlook, PowerPoint) Adobe Creative Suite / Creative Cloud

Tools: (Photoshop, Illustrator, InDesign, etc.), Zaius, HTML