

Conveying authentic, understandable messages with visual and verbal artistry

## Education

### **Master of Science, Public Communication**

2017, Drexel University,  
Philadelphia, PA

### **Bachelor of Fine Arts with High Honors, Graphic Design**

1996, Rochester Institute of Technology,  
Rochester, NY

## Certifications

### **Email Marketing Certification**

May 2019-June 2021, HubSpot

### **Social Media Certification**

May 2019-June 2021, HubSpot

### **Content Marketing Certification**

April 2019-May 2021, HubSpot

### **Google Analytics**

### **Individual Qualification**

May 2019-May 2020, Google

## Technologies

**Adobe Creative Cloud:** InDesign,  
Illustrator, Photoshop, Acrobat,  
Dreamweaver

**Microsoft:** Word, Excel, PowerPoint,  
Outlook, OneDrive, Teams, Skype  
for Business

**Other Technologies:** Mac, PC,  
DSLR Camera, Social Media (Facebook,  
Instagram, LinkedIn, Twitter), Google  
Analytics, WordPress, Blogger, Constant  
Contact, Salesforce, Pardot, HTML,  
Quicken, Trello, Smartsheet

## Professional Experience

### **Textron Specialized Vehicles**

#### • **Textron Specialized Vehicles, Augusta, GA: E-commerce Coordinator, September 2019-Present**

- ◊ Coordinate e-commerce marketing campaigns, content planning, and execution for B2C and B2B customers; create relevant marketing collateral
- ◊ Optimize site content and merchandise presentation to maximize search engine results and site traffic; track traffic, conversion and sales data
- ◊ Support and assess automation development

#### • **TEKsystems, Columbia, SC: Contract Graphic Designer, E-commerce and Digital Marketing, September 2018-January 2019**

- ◊ Contracted to Textron Specialized Vehicles in Augusta, GA, to create digital content and promotions for five brands, including emails, pay-per-click ads, social media, and online marketplaces

### **Bagwell Designs, LLC: Owner, October 2002-Present**

Provide graphic design, communication, and marketing services to clients by creating, managing and analyzing content, such as: websites; apps; emails; social media; customer surveys; photography and photo editing; copy writing and editing; press releases; event planning; design of logos, brochures, catalogs, posters, advertisements, flyers, newsletters, postcards, programs

#### • **Crane Creek Country Club, Boise, ID: Contract Communication Manager, April 2013-October 2017**

- ◊ Long-term role encompassing internal and external communication needs
- ◊ Maintained email list of about 1,000 contacts, improved metric averages from 45% to 55% open rate, 4% to 20% click rate, and 7% to 0.3% bounce rate

### **Genesis HealthCare, Kennett Square, PA: Graphic Designer, External Marketing, April 2001-September 2002**

- Created marketing materials for 200+ facility locations in 13 states: catalogs, logos, brochures, advertisements, flyers, special event programs, postcards, posters, presentation folders

### **MidAtlantic Employers' Association, King of Prussia, PA: Graphics Coordinator, April 1999-April 2001**

- Supported six business units through design of marketing materials, quarterly catalogs, monthly and quarterly newsletters; writing of weekly press releases
- Coordinated printing and mailing dated material; revamped vendor relationships for 35% savings and improved performance

### **Northern Lights Candles, Wellsville, NY: Graphic Designer, April 1997-April 1999**

- Developed and marketed new products, from generating prototypes to sales at wholesale trade shows
- Created illustrations, logos, product tags and labels, catalogs, sell sheets, displays, brochures, newsletters, advertisements, flyers, T-shirt designs, special event programs; art directed photography; wrote and edited copy