

# Christine Bagwell

<https://christinebagwell.com>

*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

### **Litmus-Certified Email Marketer**

Earned September 2020, Litmus

### **Google Analytics Individual Qualification**

Valid until April 2021, Google

### **Content Marketing Certification**

Valid until May 2021, HubSpot

### **Email Marketing Certification**

Valid until June 2021, HubSpot

### **Social Media Certification**

Valid until June 2021, HubSpot

## TECHNOLOGIES

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

**Microsoft:** Word, Excel, PowerPoint,  
Outlook, OneDrive, Teams

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

## PROFESSIONAL EXPERIENCE

### **Textron Specialized Vehicles, Augusta, GA: September 2019-Present**

- **E-commerce Analyst, June 2020-Present**
  - ◊ Coordinate e-commerce marketing campaigns, content planning, and execution for B2C and B2B customers; create relevant digital marketing collateral for five brands
  - ◊ Optimize site content and merchandise presentation to maximize search engine results and site traffic; optimize email marketing; track traffic, conversion and sales data then adjust strategies accordingly
- **E-commerce Coordinator, September 2019-June 2020**
  - ◊ Created and implemented 2020 promotional campaign schedule for five brands
  - ◊ Built email subscription management system for one brand in anticipation of its introduction to e-commerce site
  - ◊ Planned internal photo studio; facilitated product photography to improve e-commerce experience; in Q1 of 2020, edited and uploaded more than 2,500 photos for vital upgrades to both online marketplaces and e-commerce site
- **TEKsystems, Columbia, SC: Contract Graphic Designer, E-commerce and Digital Marketing, September 2018-January 2019**
  - ◊ Contracted to Textron Specialized Vehicles to create digital promotions for five brands, including emails, pay-per-click ads, and online marketplaces

### **Bagwell Designs, LLC: Owner, October 2002-September 2019**

- ◊ Provide graphic design, communication, and marketing services to clients by creating, managing and analyzing print and digital content; photography and photo editing; copy writing and editing; press releases; event planning
  - ◊ Manage multiple clients with varying personalities and team structures; managed an employee from 2014 to 2017
- **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 collateral for more than 200 facility locations in 13 states

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

- Coordinated printing and mailing dated material; revamped vendor relationships for 35% savings, about \$70,000 annually, with improved quality and timeliness
- Developed letterhead system of core design that was easily adapted for six business units plus two company variations to save both costs and storage space

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

- Worked cross-functionally with production and sales departments in all stages of developing and marketing new products