

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, Pinterest),
Google Analytics, Magento, WordPress,
Blogger, Constant Contact, Mailchimp,
Salesforce, Pardot, Litmus, HTML, CSS,
Quicken, Trello, Smartsheet, Slack

PROFESSIONAL EXPERIENCE

Carole Fabrics, Augusta, GA: Marketing Manager, January 2021-Present

- Identify marketing needs and lead implementation from concept to rollout, with consistent brand strategy and messaging across digital and print channels

Textron Specialized Vehicles, Augusta, GA: September 2019-December 2020

- E-commerce Analyst, June 2020-Present
 - ◊ Coordinated e-commerce marketing campaigns, content planning, and execution; created relevant digital marketing collateral for five brands
 - ◊ Optimized site content and merchandise presentation to maximize search engine results and site traffic; optimized email marketing; track traffic, conversion and sales data then adjusted strategies accordingly
- E-commerce Coordinator, September 2019-June 2020
 - ◊ Created and implemented 2020 promotional campaign schedule for five brands
 - ◊ Planned internal photo studio; facilitated product photography; in Q1 of 2020, edited more than 2,500 photos for 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

- ◊ Provided 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
- ◊ Managed 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