

# 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 2022, Google

**Certified in Mailchimp Foundations**  
Valid until July 2022, Mailchimp

## TECHNOLOGIES

**Adobe Creative Cloud:** InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, Premiere Pro, Animate

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

**Google:** Analytics (Universal Analytics and GA4), Data Studio, Search Console

**Other Technologies:** Mac, PC, DSLR Camera, Social Media (Facebook, Instagram, LinkedIn, Twitter, Pinterest), 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**
  - ◊ Instrumental to e-commerce sales growth of over 15% YOY in 2020
  - ◊ 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; tracked 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