

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 March 2023, Google

Certified in Mailchimp Foundations

Valid through 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, Slack, Magento, WordPress, Blogger, Constant Contact, Mailchimp, Salesforce, Pardot, Litmus, HTML, CSS, Quicken, Trello, Smartsheet

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
- Began updates to website images and page structure in late 2021; to date, 41.3% improvement in average page load time
- Updated email content for 63.6% increase in click rate, 14.3% decrease in unsubscribe rate, and 20% decrease in spam report rate

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

- **E-commerce Analyst, June 2020-December 2020, and E-commerce Coordinator, September 2019-June 2020**
 - ◊ Instrumental to e-commerce sales growth of over 15% YOY in 2020
 - ◊ Strategized and executed B2B and B2C e-commerce promotional campaigns across five brands, including creation of relevant digital marketing collateral
 - ◊ Improved email marketing, SEO and site traffic by optimizing merchandise presentation and content; tracked traffic and conversion data then adjusted strategies accordingly
 - ◊ Planned and managed internal photo studio and product photography; in Q1 of 2020, edited over 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 print marketing collateral for more than 200 facility locations in 13 states

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

- Created dated material then coordinated printing and mailing; updated vendor relationships for 35% savings 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 teams in all stages of developing and marketing new products