

## Malcolm Quinn

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### Professional Summary

Multidisciplinary content and design strategist with a proven track record in remote environments. Experienced in content engineering, customer success, and digital marketing, with a focus on scalable systems, intuitive UX, and data-driven storytelling. Adept at collaborating across time zones, managing asynchronous workflows, and delivering results in distributed teams.

### Skills & Tools

- **Content & UX:** Content Workflow Strategy, UX Writing, Modular Design Systems, HTML5
- **Data & Analytics:** Tableau, Power BI, Microsoft Excel
- **Design & Branding:** Adobe Photoshop, Photopea, Pixlr, Canva
- **Marketing & CRM:** SEO, Google Analytics, HubSpot, Salesforce, Jira
- **Web Platforms:** WordPress
- **Remote Collaboration:** Slack, Zoom, Microsoft Teams, Google Workspace

### Professional Experience

#### Digital Marketing Coordinator

Conveyer — *Newark, NJ* | 2022

- Executed multi-channel campaigns across email, social, and paid media.
- **Supported branding and client presentations with tailored messaging.**

#### Content Engineer / Customer Success Strategist

Gadget Software— *Remote* | 2019–2022

- Built out product & Instruction manual content into dynamic mobile and web applications using HTML5 & CSS3 for seamless user/ experience.
- Used Tableau, Power BI, and Excel to analyze user behavior and campaign performance.
- Led on-boarding and success initiatives for enterprise clients.
- Collaborated with marketing to optimize messaging and drive conversions.

#### Freelance Web Designer & Marketing Consultant

Irvington, NJ & Remote | 2017–Present

- Designed websites and landing pages for small businesses and nonprofits.
- Projects include:
  - Laundromat business site with SEO optimization
  - Youth program center in Africa for outreach and fundraising
  - Assisted living home landing page with accessible design

- **Developed and launched** a responsive landing page to enhance visibility and streamline inquiries for the assisted living home.
  - **Designed a branded brochure** with clear, compassionate messaging tailored to families and caregivers.
  - **Integrated QR code technology** linking the brochure directly to the landing page, creating a seamless digital-physical connection for prospective clients.
  - **Applied user-centered design principles** to ensure accessibility, readability, and trust-building communication.
  - **Collaborated with stakeholders** to align content, visuals, and technical features with organizational goals and community needs.
- Delivered branding, analytics, and marketing collateral.

## **Education**

### **Bachelor of Science in Computer Science**

*William Paterson University — Wayne, NJ*

Graduated May 2019

**Minor:** Mathematics