

# SIOBHAN CARMODY

smc7111@gmail.com; 469-970-6177

<https://www.linkedin.com/in/siobhan-carmody-2> | Portfolio Website: [smc7111.github.io/Portfolio/](https://smc7111.github.io/Portfolio/)

## EDUCATION



**Kent State University**, Remote  
M.S., User Experience Design

May 2024  
**GPA 3.950**



**The University of Texas at Dallas**, Richardson, TX  
B.A., Emerging Media and Communication

May 2020  
**GPA 3.941**

## EXPERIENCE



**McAfee**

January 2022 - Present

Partnership experience with Altice, AOL, AT&T, Bell, Brightspeed, CenturyLink, Charter, Cox, Mastercard, Shaw, T-Mobile, Verizon Wireless, and Visa.

**Channel Marketing Specialist** – Frisco, TX (Hybrid)

- Utilized Figma to design onboarding lifecycle emails for McAfee's Employee Benefit Program
- Managed, tracked, and executed our newest UI/UX mobile app brand refresh communication plan for more than 50 partners globally
- Designed and presented pitch decks for companies under our New Acquisition Channel, mobile, and ISP groups
- Coordinated and consolidated worldwide user research for the mobile and ISP total addressable market
- Facilitated, managed, and led the internship experience for two interns over the period of three semesters

**Partner Marketing Specialist** – Remote

July 2020 – December 2021

- Advised, guided, and influenced major North American mobile and ISP partners to implement best in class marketing practices to improve their acquisition and retention rates
- Researched, built, implemented, and tracked mobile lifecycle messaging flows from a world wide to increase security feature activation, user engagement and awareness, and conversion rates on both iOS and Android devices
- Redesigned the visuals and copy of warning screens to improve the customer's understandings of their purpose and empower them to protect themselves against malicious online threats
- Increased and maintained app ratings for our major mobile and ISP partners above a 4.0 in the Google Play Store and Apple's App Store

**Partner Marketing Intern** – Plano, TX

October 2019 – July 2020

- Used MoEngage, a mobile messaging platform, to successfully execute and track 10+ messaging campaigns that increased the engagement, activation, and awareness of our security applications for mobile devices
- Created and presented user messaging flow to increase VPN and identity theft protection activation and enrollment rates from below 10% to 30%
- Designed breach notifications to increase paid conversion from 10% to 25%
- Used Microsoft Excel to analyze data and forecast numbers on a quarterly basis
- Designed visual customer support flow to explain how McAfee will handle common user concerns
- Communicated, presented, and worked with outside departments to execute and update vital content for the overall betterment of the Partner Success Team on both a national and world wide level



**The Disability Center** – Allen, TX

April 2019 – August 2019

**Communications Intern**

- Created 70+ graphics and handouts for social media and marketing purposes using Photoshop and Illustrator
- Crafted a library of consistent visual components to be reused for social media content
- Compiled research to aid in increasing the number of agents and clients who work with them

## ADDITIONAL INFORMATION

**Skills:** Adobe Photoshop & Illustrator, Figma, Google Suite, Microsoft Suite, MoEngage (Mobile Messaging Platform)