

# CAMERON MCBRIDE

## Designer/Developer

### CONTACT

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Portfolio: [cameron-mcbride.me](http://cameron-mcbride.me)

### EDUCATION

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**B.S. Digital Media**

Georgia Gwinnett College

Aug 2010 - May 2017

### PROFESSIONAL SKILLS

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#### Adobe Creative Cloud

After Effects

LightRoom

Dreamweaver

Photoshop

Illustrator

Premiere Pro

#### Web Technologies

Bootstrap

Javascript

CSS

SASS

HTML

#### UX/UI Design

Figma

#### CRM

Pardot (email builder)

Salesforce Marketing Cloud (email builder)

#### IDE

Visual Studio Code

### EXPERIENCE

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#### Dynamic Marketing Systems:

##### Contract Email Developer | Nov 2019 - Current

The Email Developer collaborates with the design team to implement custom email templates. This contract position leveraged testing methodologies to ensure quality and consistency for high priority clients.

- **IDE:** The emails were coded using visual studio code.
- **Adobe Suite:** All graphics were refined in Adobe illustrator to be embedded into email templates.
- **Testing:** Delivered tests through Litmus.

**Shepherd Center:****Digital Media Specialist | Jan 2017 - Jun 2019**

The Digital Media Specialist is responsible for coordinating and maintaining all web content for shepherd.org and related websites using a 3rd party CMS. The Specialist also curates and edits content for the Marketing and PR departments as well as collaborates with the online content specialist to support the organization mission.

- **Digital Media:** Leverage the Adobe Creative Suite to create and update images, graphics, video and motion graphics for use across a variety of marketing channels.
- **Email Marketing:** Utilized Pardot and Salesforce marketing cloud to create and refine email messages for marketing promotional materials.
- **Web Technology Customization:** Format design for email templates, webpage aesthetics and content delivery.
- **Publication:** Produce high quality styled booklets and printed materials for live events.

**Shepherd Center:****Support Analyst | Aug 2013 - Jan 2017**

The support analyst is primarily responsible for providing front line support to Shepherd Center users. The support analyst also maintains technology availability for clinical and non-clinical staff as well as fulfilling department projects.

- **Incident response:** documented reported issues and escalated incidents to expedite solutions.
- **Hardware:** Provided hardware support and workstation installations.
- **Operating Systems:** Network installation of operating systems on company computers.
- **AV Support:** Fulfilled audio/visual requests in conference and meeting rooms and main auditorium.