

Digital Experience Manager Digital Experience Manager Digital Experience Manager - Springs Window Fashions Mc Farland, WI Authorized to work in the US for any employer Work Experience Digital Experience Manager Springs Window Fashions November 2015 to Present Built a new team that focuses on user experience for all consumer facing digital websites and social channels. * Started an influencer marketing program which consistently drives conversion rates of over 70% * Led the re-design and development of our largest strategic facing eCommerce site, resulting in sales growth of 68% Digital Experience Strategist www.meghanlundy.com January 2004 to Present I help companies reshape their digital customer experience. Using my knowledge as a front- end developer and designer, I help my clients increase their revenue by providing them with a complete end-to- end understanding of their customers' online journey. Associate Digital Creative Manager Springs Window Fashions August 2013 to November 2015 I led a team that was accountable for run-the-business web and app development, as well as change-the-business web and app design. Successes include: * Led the design and development of Spring's first fully responsive mobile website * Proposed and led the charge behind finding and implementing a CMS system Interactive Designer & Front- End Developer JCE April 2012 to August 2013 As a one-woman digital team, I was responsible for this rapidly growing startup's end-to- end experience. I maintained and implemented the customer experience. Successes include: * Proposed and led the design and implementation of JCE's Magento Commerce integration * Led the design and integration of a consumer transactional email strategy * Grew sales by 125% after the launch of the new site Education B.S in DIGITAL MARKETING Southern New Hampshire University A.S in MULTIMEDIA TECHNOLOGY Madison Media Institute Skills WEB DESIGN, INTEGRATION, UX DESIGN, DIGITAL MARKETING, SEM, Adobe Analytics, Ecommerce, Sitecore, Web Analytics, Google Analytics, Digital Analytics, budget, Word, Strategic Planning, retail sales, training Links <http://www.meghanlundy.com>

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