

Michelle Tabor

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I am an enthusiastic web designer and developer eager to contribute to team success through hard work, attention to detail, and excellent organizational skills. I am experienced working with small and large business clients for web design and development as a Certified HubSpot CMS Developer using MERN stack.

Experience

2021 – Present

Director of Web Development & Interactive – *Bridges*

I create custom HubSpot based web applications, websites, and automations to increase CRO, speed, usability, and to improve business operations.

2019 – 2020

Event Marketing Manager – *EnMotive, a Gannett Media Company*

I create websites for endurance event clients using HTML, CSS, and Javascript.

I create and edit graphics for social media, website assets, products such as t-shirts, internal documents, and advertisements using Adobe Photoshop, Illustrator, InDesign, and Canva for clients and company owned events.

I maintain Facebook and Instagram with HootSuite, email marketing campaigns with MailChimp and SendinBlue, and websites for our 3 company owned events and our branch on GoDaddy and Wix.

2015-2019

Designer – *Beech Fork State Park*

I created weekly activity flyers for park events in Microsoft Word and submitted them for publishing in the local newspaper.

I designed the 2017 and 2018 Annual Heron Fest Official T-shirts and Flyers. I also designed specialty flyers and registration forms for the 2018 Whatever Floats Regatta, the 2018 Carboard Boat Races, and smaller special events.

I designed the tee signs and custom disc golf discs for the Beech Fork Family Disc Golf Course.

I did complete branding, design, and planning for the 2019 Wildflower Festival and 5k. I designed the t-shirts, the advertisements, the art show ads, the vendor forms, course maps and the website, using a mix of Canva, Photoshop, and Wix.

2012-Present

Freelance Designer

I work with small business clients to create brand identities, websites, logos, brochures, social media graphics, product mockups and labeling, flyers, forms, maps, and eCommerce integrations.

I also manage my own brand evolution for my Etsy shop, which includes photography, design, and Pinterest marketing. I also sell my personal designs on Etsy.

Education

Expected 2022

University Of Oklahoma

Associate of Applied Science in Management

2018-2019

Newforce Software School

Certificate in Front-End Development

2014-2016

Marshall University

55 Credits in Accounting

Key Skills

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, Acrobat, Lightroom
- Alternative Design software: Canva, Inkscape, GIMP, Figma, Sketch, sketch.io
- Web Design on Wix, SquareSpace, Shopify, GoDaddy, HubSpot, and WordPress
- Social Media Marketing and Campaign Management using HootSuite
- Google Analytics
- Mobile First, Responsive Web Development using HTML, CSS/Sass, Javascript, jQuery, React, Nodejs, Git/Github, Python/Django, and HubL