ELEANOR MCKINLEY

📞 (715) 590-3998

✉️ eleanorjmckinley@gmail.com

🏠 Menomonie, WI 54751

in www.linkedin.com/in/eleanor-mckinley-0690991b9

I am a passionate web developer / digital marketer with 4+ years of experience working in front end development, digital marketing, and graphic design departments. I am looking to bring my experience in all fields to build unique, beautiful, organized, responsive, and SEO conscious websites.

CAPABILITIES / SKILLS

PERSONAL
- Organized
- Time efficient
- Collaborative
- Determined
- Creative approach
- Intrinsically motivated

PROFESSIONAL
- Report writing
- Guide writing
- Task timing & documentation
- Communication between all departments

ADDITIONAL SKILLS

SOFTWARE
Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

PLATFORMS
Google Analytics

Squarespace

Wordpress

Mailchimp

PROGRAMMING LANGUAGES
HTML

JavaScript

CSS

EDUCATION

University of Wisconsin Stout
BA in Graphic Design – Interactive Media Concentration
2017 - Present *(Expected Graduation: Spring 2022)*

JOB EXPERIENCE

JB Systems
LOCATION: Eau Claire, Wisconsin

EMPLOYMENT: February 2016 - Present

TITLES: Graphic Design Intern (2016-2018) | Junior Front-End Developer & Junior Digital Marketing Consultant (2018 - Present)

JOB DESCRIPTIONS:

Digital Marketing: Tracking website search engine keyword rankings and Google Analytics, also writing meta titles & descriptions, image alt text, heading tags, and content to follow SEO guidelines.

Graphic Design: Designing website page layouts, additional sections, callouts, and rebranding of websites to follow guidelines. Editing website images and designed icons, social media ads, billboards, and brochures.

Front End Development: Using HTML and CSS to create website pages, modals, callouts, rebrand websites, and create responsive styling. Update email submissions and form fields on preexisting forms.

General: Organizing website content and website imagery as well as adding / updating content, images, and links. Testing of new website forms, form builders, e-commerce site functionality, admin tools, and responsive styling. Work in WordPress to update websites, plugins, and designs.

REFERENCES

Available upon request.