Mallory Beemus

Digital Marketing | Interactive Design

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Relevant Experience

James Madison University   *August 2024 – Present*
Digital Marketing Intern
- Collaborated with a professional, cross-functional team to maintain and enhance over 40,000 web pages on jmu.edu.
- Utilized modern web development technologies including HTML, CSS, JavaScript, and CMS tools to update content, fix bugs, and implement new features.
- Took a creative approach in redesigning key sections of the website, improving user engagement by applying UX/UI principles and optimizing information hierarchy.

Cupcake Company   *January 2025 – Present*
Web Developer
- Designed and produced a website for a local bakery, enhancing their online presence and user engagement.
- Produce multimedia content, including videography, photography, and graphics to support branding efforts.
- Collaborated with company owners to develop a site that adheres to their company vision and values

Boarderline Ski & Snowboard Club   August 2024 - Present
Secretary
- Led the design, development, and maintenance of the club's official website, streamlining member communications.
- Increased Boarderline LinkedIn Group from 20 members to over 150 members.
- Established the club's first Alumni Connection database, connecting over 50 alumni with current members.
- Started and led the club's first newsletter.

Education

James Madison University
Bachelor of Arts in Media Arts and Design | Interactive Design
- **Expected Graduation:** May 2026 | GPA: 3.67/4.0
- **Minors**: Computer Science, Educational Media

Skills & Specialties

Programming: HTML5, CSS, JavaScript, Java, Python, C++
UX Research: Interviews, Information Architecture, Prototyping, Flowcharts, Usability Testing
Design: Adobe Creative Suite, Canva Pro, Procreate
UI & Prototyping: React Native, Figma, Bootstrap
Software: Microsoft Office, Major Web Browsers

Leadership & Involvement

School of Media Arts and Design Club: *Treasurer-* Managed club finances, fundraising, and budget allocation
BYTES: *Lead UX Designer-* Directed the development and design of the UX/UI Framework using React Native
Massanutten Ski Resort: *Ski and Snowboard Ambassador-* Assisted in guest engagement on slopes
Partiful: *Brand Ambassador-* Boosted brand engagement to over 100 people