

MICHIE WILLMAN

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QUALIFICATION HIGHLIGHTS

- BA in Communications
- 3+ Years Corporate CMS Experience
- 6+ Years Wordpress Site Creation
- 6+ Years Graphic Design
- Advanced proficiency in Adobe Photoshop
- Analytical + creative mindset
- Experience with HTML, Google Analytics, Excel, Word and Adobe Dreamweaver

RELEVANT EXPERIENCE

SENIOR CREATIVE CONTENT MANAGER

Fanatics, Inc.

Sep 2018 - present

- Manage content updates for Fanatics-owned websites through their company-built CMS (Fanatics.com, FansEdge.com, Lids.com, and more)
- Schedule continuously rotating promotion banners
- Meet essential deadlines for major league sports game content, if-win team scenarios and product collection launches
- Work closely with tech and CMS tools teams to report issues and facilitate solutions
- Set up A/B promotional content for the testing team
- Provide content assistance to business and marketing managers
- Work with translated content for international sites
- Audit company-owned sites for ADA compliance issues
- Design graphic promotional banners on Fanatics.com for partner clients (such as Nike, Stance, Mitchell & Ness, New Era, DKNY and more)
- Develop landing pages for exclusive product and brand collections, events and promotions

FREELANCE WEB DESIGNER

June 2016 - Dec 2021

- Develop websites for dozens of clients through Wordpress
- Practice SEO tactics to improve website traffic
- Connect websites with Google Analytics
- Use CSS for desired content styles
- Write and proof web content for my clients
- Create social media and marketing graphics
- Optimize images for web to decrease load time

LEAD GRAPHIC DESIGNER

Glossy Finish Photography

June 2016 - Sep 2018

MARKETING COORDINATOR

Hemming Park
Jan 2016 - June 2016

EDUCATION

UNIVERSITY OF NORTH FLORIDA

Bachelor's Degree in Communication, Public Relations | Photography Minor