

# MICHAEL MITCHELL

JUNIOR WEB DESIGNER & DEVELOPER



## QUALIFICATIONS SUMMARY

Driven Web Designer & Developer with one and a half years' experience working as a freelancer. Excellent communicator able to interpret and implement client and staff visions of new websites. Effectively communicate with all levels of management, partners, clients, and team members to achieve performance goals, objectives, and ensuring a high level of execution. Capable of working multiple projects, shifting priorities as needed and meeting deadlines.



## PROFESSIONAL SKILLS

- HTML5, CSS3, and some JavaScript
- Bootstrap 3.3.7 and WordPress
- Responsive Web Design
- Experience with Adobe XD
- Adobe Photoshop and Illustrator
- UX / UI, and SEO
- Oral, written and organizational skills
- Continued learning of new technologies



## CONTACT ME

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- McKinney, TX 75071



## WORK EXPERIENCE

### FREELANCE WEB DESIGNER & DEVELOPER

2016 - 2018

#### DESIGN SANCTUM - MCKINNEY, TX

Proactively onboard new clients and create services packages based on business needs. Analyze scope of work to create quotes, contracts, and set up billing for clients. Design wireframes and draft mockups using Adobe Experience Designer, Photoshop, and Illustrator. Rapidly develop and deploy websites using HTML5, CSS3, JS, Bootstrap, and WordPress. Maintain standardized SEO strategies, maintain client websites using cPanel and WordPress Dashboard, and troubleshoot IT related issues.

- Recently accepted to Google Developer Challenge Scholarship program 2018.
- Completed two custom websites with HTML, CSS, and Bootstrap, as well as three client websites using WordPress and customized CSS.

### TALENT ACQUISITION OPERATIONS ANALYST

2016 - 2017

#### CROSSMARK INC. - PLANO, TX

Established and implemented comprehensive KPIs to optimize efficiency, productivity and ROI. Developed customized Excel and Tableau dashboards and reports to deliver pertinent information and insights to internal stakeholders and executive leadership team.

- Instituted consistent best practices for recruiters and management resulting in improved data integrity, and a 42% overall increase in recruiting productivity.
- Reconciled RPO reporting and billing against agreed terms and identified inconsistencies which saved the company over \$12,000 for Q1 and Q2 of 2017.

### BEVERAGE SALES MANAGER

2014 - 2016

#### MELLOW MUSHROOM - MCKINNEY, TX

Accelerated category growth and sales through targeted product procurement and customer education. Managed point of sale, inventory systems, costs, loss prevention, and ensured corporate KPIs were met or exceeded. Trained and supported staff to maintain quality and customer service standards.

- Reduced product loss by 10% for an average weekly savings of \$400.
- Collaborated with vendors to schedule monthly alcohol training classes to arm staff with the knowledge to accurately describe and upsell products and create sales lift.

## TRAINING SPECIALIST

2012 - 2013

### CROSSMARK INC. - PLANO, TX

Formulated, constructed, and administered new product and technology training for internal employees, and external client managers. Mentored new hires and managers to create brand ambassadors who would convert customers, increase brand loyalty, and drive sales in target categories.

- Acquired an additional \$115,000 in incremental business by stepping in to meet the client's expectations and guarantee a new standard for time to launch a new client team.
- Tested, troubleshooted, approved and created training program surrounding client's new Android app before launch and use in store.

## CLIENT SERVICES MANAGER

2011 - 2012

### CROSSMARK INC. - PLANO, TX

Developed and maintained excellent client relationships, and worked with clients to sell in incremental projects. Managed execution and success of national projects, analyzed results, and delivered reporting to client and leadership. Achieved annual budget goals, delivered timely and accurate billing, and ensured receipt of payment for all invoiced work.

- Outperformed competition in 3 consecutive shared projects resulting in \$300,000 of additional work.
- Developed a custom online project submission form at a client's request which secured a \$50,000 pilot program.

## PROJECT ADMINISTRATOR

2009 - 2011

### CROSSMARK INC. - PLANO, TX

Crafted language and logic of national sales plans, and input into the system. Compiled data and created execution and ROI reports for client and leadership. Managed and supported fulfillment for 250 internal and external team members.

- An integral part of a team that provided \$35 million in ROI value to the client in 2010.
- Streamlined fulfillment process, reduced weekly mailings, and identified and corrected issues causing product loss.



## PORTFOLIOS / SOCIAL

- [https://dribbble.com/Design\\_Sanctum](https://dribbble.com/Design_Sanctum)
- [https://www.behance.net/design\\_sanctum](https://www.behance.net/design_sanctum)
- [https://unsplash.com/@design\\_sanctum](https://unsplash.com/@design_sanctum)



## EDUCATION

### ASSOCIATES DEGREE

2013 - 2014

### COLLIN COLLEGE - MCKINNEY, TX

Associates of Arts