






# ELEANOR MCKINLEY

 (715) 590-3998

 eleanorjmckinley@gmail.com

 Menomonie, WI 54751 *(open to relocation)*

 [www.eleanormckinley.com](http://www.eleanormckinley.com)

I am a passionate graphic designer, front end web developer, and digital marketing consultant with over six years of professional experience working within a variety of departments and for a diverse client base. I am looking to bring my experience in all fields to create unique, beautiful, organized, responsive, and SEO conscious websites.

## EDUCATION

### University of Wisconsin-Stout

BFA in Graphic Design & Interactive Media

## 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 XD
- Adobe InDesign
- Adobe Experience Manager
- Adobe Illustrator

### PLATFORMS

- Google Analytics
- Mailchimp
- Wordpress
- Pardot
- Squarespace

### PROGRAMMING LANGUAGES

- HTML & CSS
- JavaScript

## REFERENCES

*Available upon request.*

## EMPLOYMENT

### JB Systems

**LOCATION:** Eau Claire, Wisconsin

**EMPLOYMENT:** February 2016 - March 2021

**TITLES:** Graphic Design Intern (2016-2018) | Junior Front-End Developer & Junior Digital Marketing Consultant (2018 - 2021)

#### RESPONSIBILITIES:

**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.

### TDS Telecom

**LOCATION:** Madison, Wisconsin (Remote Position)

**EMPLOYMENT:** March 2021 - July 2021

**TITLE:** Front End Web Design Intern

**RESPONSIBILITIES:** Designing webpages and landing pages, updating content and images on existing website pages, and using HTML & CSS to build responsive website pages that fit with the already established brand of the website. Working with clients directly to meet specific needs of individuals as well as a variety of departments.

### Plaudit Design

**LOCATION:** St. Paul, Minnesota (Remote Position)

**EMPLOYMENT:** July 2021 - Present

**TITLE:** Web Designer

**RESPONSIBILITIES:** Designing websites, landing pages, and print materials based on specific client needs, branding, and individual company goals for a diverse client base. Working with clients directly to meet specific needs.