



MEREDITH CROW

Senior Graphic Designer / Front-End Web Developer

CONTACT

- 1737 Mountain Lake Road
Hedgesville, WV 25427
- 301.332.5069
- meredithcrow@gmail.com
- dogeared-pages.com

EDUCATION

- BA ADVERTISING/
PUBLIC RELATIONS**
Marietta College | 2001
- CERTIFICATE IN
LEADERSHIP STUDIES**
Marietta College | 2001

EXPERTISE

Print, Email & Web Design

Hand-code websites/emails

CMS & ESP Administration

Vendor Relations

Office Management

Budget Management

Customer Service

PROFESSIONAL PROFILE

A highly capable and seasoned professional, offering 22+ years of broad experience in print/web/software design, customer service, general management and marketing, with proven ability to maximize budgets and customer satisfaction. Possesses broad background in management including product training, vendor relations and distributor relations. Successfully manages time, prioritizes tasks and organizes projects to improve quality and profitability. Persistent in achieving goals that leads to professional success, while building corporate goals.

EMPLOYMENT HISTORY

Yakabod, Inc. / Front-End Developer + Graphic Designer *Frederick, MD | 2018-present*

- Develop cross-browser/platform HTML5, CSS, Javascript based prototypes to match design specs for complex layouts and interactions
- Develop and maintain the user interface for our software
- Use HTML, JavaScript and CSS to bring concepts to life
- Fix bugs and test for usability
- Worked with back-end developers to provide an end-to-end solution for customers
- Create short training videos to help explain new features to clients
- Redesign, develop and update our corporate Wordpress websites
- Create all marketing material

Dogeared Pages / Freelancer *2004-present*

- Hand-code websites, using HTML, CSS, Javascript with some knowledge of PHP
- Design all advertising products, including websites, brochures and business cards
- Work closely with clients in order to ensure projects stay within budget and meet vision

Fixation Marketing, Inc. / Senior Interactive Designer *Bethesda, MD | 2013-2018*

- Designed creative mood boards used to present prospective creative campaigns
- Helped prepare & design RFPs for new business
- Designed & hand-coded emails for a variety of clients, then use various ESPs to test, schedule and manage lists for email sends
- Stayed on top of email marketing trends and best practices to help increase click-through rates
- Created wireframes for clients' approval
- Redesign, develop and update Wordpress websites
- Create icons, infographics and charts for both print and interactive design

SKILLS

- PHOTOSHOP
- BOOTSTRAP
- INDESIGN
- GIT
- ILLUSTRATOR
- JAVASCRIPT
- DREAMWEAVER
- CSS3
- FIREWORKS
- HTML5
- FIGMA
- WORDPRESS
- MICROSOFT
- MULTIPLE ESPS

ACHIEVEMENTS

VALEDICTORIAN

Eastern High School | May 1997

MEMBER OF ALPHA LAMBDA DELTA NATIONAL HONORARY

Marietta College | 1997-98

CUM LAUDE

Marietta College | May 2001

IAEE'S ART OF SHOW 2012 WINNER: GREEN COLLATERAL PRINTED PIECE

SPI (NPE Lenticular Postcard) | 2012

ASSOCIATION TRENDS 2016 ALL MEDIA CONTEST: WEBSITES

Fixation (2016 RVIA Website) | 2016

ASSOCIATION TRENDS 2016 ALL MEDIA CONTEST: SOCIAL MEDIA

*Fixation (SFFS16 Attendance Building
Campaign) | 2016*

TRAITS

HARDWORKING

9 to 5 is never enough

DEDICATED

Loyalty is just part of who I am

SELF-MOTIVATED

*Works well independently & knows
how to Google*

CREATIVE

*Loves finding solutions that keep
everyone happy*

INTERESTS



EMPLOYMENT HISTORY (continued)

SPI: The Plastics Trade Association / Graphic Designer, New Media

Washington, DC | 2010-13

- Provided SPI & NPE brand management by designing and implementing a coherent design theme for all SPI & NPE related events, including brochures, meeting materials, postcards, posters, badges, websites, banner ads, letterhead, power point templates and email templates
- Managed web vendor by holding weekly calls, creating and revising technical documents and requirements, designing new website templates, coordinating project milestones to ensure on-time delivery of all web-related projects
- Provided in-house design experience and build-out for new SPI websites which includes designing new website layouts, managing new site launches including domain name management and becoming an expert with SPI's CMS platform
- Successfully launched several website projects, including NPE's Exhibitor Services Manual, SPI's YouTube Video Contest via YouTube Direct, SPI's Dues Calculator, NPE's Banner Ad Administration, NPE's Attendee and Press Calendars & NPE2012's iPad App

Market Development Group, Inc. / Graphic Designer

Washington, DC | 2007-10

- Designed direct mail components for a variety of clients and budgets
- Managed multiple projects simultaneously while maintaining deadlines
- Created mock-ups for client approval and prepared final prepress files
- Stayed informed of all national and international mail regulations
- Approved proofs and/or blueslines for gift cards, tote bags, t-shirts, calendars, etc.
- Successfully negotiated and managed all contracts and billing for image and illustration use resulting in lower costs for clients
- Updated website material as needed

REFERENCES

SPI

JENI HATFIELD

Director of Marketing

*Contact info available
upon request*

MDG

KATE NARDONE

Group Vice President

*Contact info available
upon request*

FIXATION MARKETING

JACKIE CLEMENTS

Interactive Art Director

Contact info available upon request