

Maggie Meade - Web Designer & Digital Creator

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Scan to visit my site at
www.maggiemeade.com

Talented, experienced multi-faceted web designer and digital marketer.

Progressive web design, content creation, SEO, graphic design, and lifecycle skills to position digital presence, grow leads and expand brand awareness.



EXPERIENCE

Independent Website Designer and SEO Consultant

Self-employed: 2003 - Present

Design, develop and deploy modern digital presences for small businesses in a variety of markets.

- Consult and collaborate with clients to transform business intentions, goals, and marketing needs into a successful, lucrative digital presence.
- Design attractive and engaging responsive websites in both WordPress and HTML to capture the target audience and move them to thought or action.
- Source and/or create original graphics to enhance visual appeal.
- Create relevant, SEO rich content to push property to top organic search results.
- Ensure positive user experience by architecting clear and sensible navigation flow and internal link points throughout the website.
- Implement and provide data analytics and adjust digital content for key metrics as needed.
- Social media account management: Facebook, Instagram, LinkedIn, Google Business, Angie's List, Home Advisor and others.
- Shopify theme design, customization and store oversight.

Web-Kare, LLP

Web Designer/SEO: 2018 - Present

Web Designer in a firm serving clients in the Industrial and Manufacturing business markets.

- Client facing role includes conferencing to learn client business and how best to meet marketing needs and bring digital vision to life to gain valuable online presences.
- Content and copywriting, graphics creation, procure media, SEO optimization and other digital work to complete new projects and refresh current clients' digital properties.
- Developed current SEO Complete and SEO Health programs which leverage and optimize content to rank in top keyword tiers for organic search and to supplement PPC.

Northstar Industries

Digital Marketing and Business Development Coordinator: 2017-2018

Executed traditional and digital marketing projects focused on maximizing company profitability by increasing brand awareness within the natural gas industry.

- Organized, re-designed, and implemented the Northstar website involving researching competitors, copywriting, graphics, SEO and other actions to revitalize the digital presence.
- Create and execute email and traditional direct mail campaigns.

SKILLS OVERVIEW

DESIGN:

- WordPress
- Dreamweaver
- Shopify
- Photoshop
- Illustrator
- HTML – CSS
- Responsive Websites
- Creative, Bold Branding
- Landing Pages
- Email Campaigns
- Digital and Print Marketing Collateral
- Lifecycle Management

CONTENT:

- Strategy and Content Creation
- Optimization of Content
- Content Integration
- Copy Editing /Copywriting
- Adaptive Voice for Varied Markets/Segments
- Simplify Complex Content
- Deliver Local, National and/or Global Focus

ADDED VALUE:

- Collaboration for Positive Outcomes
- Client Relationships
- Evolve Designs and Content
- Varied Client and Business Markets
- Data Driven/Informed Decision Making
- Web Analytics
- Assist and Support Clients and Team

AWARDS and RECOGNITION:

- Parent's Choice #1 Baby Food Website
- HON Code Certification
- Service Star Awards
- Meritorious Performance

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Northstar Industries cont'd

Digital Marketing and Business Development Coordinator: 2017-2018

- Support the Business Development Manager and executive staff by identifying leads, scheduling meetings, attending tradeshow and conferences, organizing RFP and Bid documents and managing sales related documentation and information.
- Design, print and distribute traditional print collateral.

Rescon Basement Solutions

Digital Marketing Coordinator: 2014 - 2017

Management of digital content and digital assets including creating and publishing engaging, SEO rich copy for corporate website using relevant market content strategies, visual design, and information architecture best practices.

- Planned and executed all phases of a blog and principal website migration from managed ASPX CMS hosting to deployment of new independent WordPress builds.
- Restructured, edited existing content and created new content and landing pages to improve message, content clarity and increase conversions.
- Established SEO and other digital strategies to grow brand awareness and organic traffic resulting in top SERP positioning for targeted keywords; expanded reach and increased qualified leads.
- Design and produce web banners, landing pages and website graphics along with traditional printed marketing materials, PDFs, and presentations.

Wholesome Baby Food (at Momtastic.com) and Wholesome Baby Food

Guide Self-Employed/Sole Proprietor: 2003 - Present

Website and Content Creator - WholesomeBabyFood.com, a #1 rated destination website for food and nutrition in the parenting segment. Grew audience to average over 1 million visitors per month. Digital property acquired by Evolve Media in 2011 that now operates under the Momtastic umbrella.

- Researched, created and published over 400 pages of original health related content.
- Sourced and created content, marketing plans, and business operations of the WholesomeBabyFood.com website.
- SEO optimization to increase organic referrals and position website to #1 for over 55 targeted keywords in the infant food and nutrition market.
- Created and implemented digital strategies, social media and brand pathways.
- Monetization of website and social channels; manage ad sales, campaigns with key digital ad agencies with Federated Media, Gorilla Nation, Burst Media – also affiliate marketing.
- Web server, database and file maintenance; troubleshooting website issues.
- Google tools to analyze traffic and engagement; make key changes as needed.
- Operated as Digital Consultant for 2 years to steer the successful and stable transition of WholesomeBabyFood.com to Evolve Media/Momtastic.com.

Published Author

- The Wholesome Baby Food Guide, 2012 Grand Central Life & Style, a division of Hachette Book Group.
- Slow Cooker Baby Food, September 2018, Harvard Common Press, a division of Quarto Publishing Group.

KNOWLEDGE

BASE



HTML



CSS

