

# Mallorie McDowell

## DIGITAL DESIGNER | SPORTS, FITNESS, AND ATHLETICS

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### PROFESSIONAL SUMMARY

I am an organized, innovative, and creative environmental and digital design professional with 10 years of experience creating branding and advertising materials, websites and content, and design solutions that meet client needs. By utilizing effective communication I've proven to be a dependable team player who remains personally accountable for their work.

### KEY SKILLS

Environmental & Graphic Design | Project Management | Email Marketing | Social Media | Branding | Squarespace | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | HTML/CSS | Google SketchUp | Visual Studio | Google Suite | Database Management | Microsoft Office Suite | MailChimp | QuickBooks | Wordpress

### RELEVANT FREELANCE EXPERIENCE

#### **FC Denver Soccer Club, Denver, CO**

**February 2021 - Present**

##### ***Website Admin & Women's Program Manager***

- Website admin responsibilities include timely weekly updates of game results, schedule changes, as well as new page implementation and design. <https://www.fcdenver.org/>
- Proactively created a volunteer website page resulting in interest for a new head coach.
- Managerial duties for two teams include organizing tryouts, collecting player payment and registration, exploring potential facilities, and ensuring updated rosters and clean uniforms are provided for each game.

#### **Floors by Remo and Company, Denver, CO**

**February 2015**

##### ***Branding Designer***

- Worked closely with the owner to design the logo, website, business cards, and other print materials and signage for a start-up flooring company in Denver.
- Continued website maintenance including updating employees, vendors and broken links.

### PROFESSIONAL EXPERIENCE

#### **Splashlight Studio, Boulder, CO**

**February 2015 - Present**

##### ***Design & Marketing, Showroom Manager***

- Schedule client meetings to determine vision for lighting solutions and recommended products based on budget, style, aesthetics, purpose, and function. Budgets range from \$500 to \$50K.
- Design and implement product tags for display fixtures and develop streamline order forms for complicated lighting systems.
- Revamped online store for an optimized UX experience by adding inventory display and sale items, and appended product images resulting in increased online and phone requests and markdown inventory sales.
- *Highlight:* Drove \$20K in revenue by selling and designing a major residential lighting project, resulting in several referrals.

**Haven Interiors, Superior, CO**

**March 2015 - Present**

***Interior Design Assistant***

- Drafted 3D models, designed multiple spatial planes within 24-hour periods, and rendered drawings for construction documents in Google SketchUp and Layout for clients with \$10K to \$30K budgets.
- Designed MailChimp newsletters and email campaigns to keep 200+ past clients and partners engaged.
- Updated Houzz profile with project portfolio photos, descriptions, and blogs resulting in 3 consecutive Best of Houzz Service awards, 1K Ideabook saves, an Influencer badge, and a Recommended by Houzz badge.

## **EDUCATION & TRAINING**

**University of Colorado, Boulder, CO**

**August 2010 - May 2014**

- Bachelor of Environmental Design, Emphasis in Architecture; Minor in Technology, Arts, and Media

**On Demand Digital Marketing, General Assembly**

**June 2020**

- Studied techniques in lead generation, personas, segmentation, targeting, A/B testing, metrics, and analytics