Erin Bell

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Website/Portfolio: https://deabell.com

Summary:

Results-oriented Creative Director with 17 years of experience in creating, developing, and managing graphical and written content for print and online technical communication. Proven track record in digital marketing, user experience design, and leading internal design teams. Adept at implementing SEO strategies, creating design systems, and optimizing user experiences. Known for organizational leadership and effective communication skills.

TECHNICAL SKILLS:

Software:
Microsoft Office, Adobe Creative Suite, Sketch, InVision Studio, Figma, Camtasia, Jira

Coding:
HTML5, CSS, JSON, XML

Working Knowledge of:
JavaScript, jQuery

CMS:
Custom, Acorn, eCollege, SharePoint, WordPress, Systeme.io, Webflow

Accomplishments

- Seventeen years of experience in creating, developing, and managing graphical and written content for print and online technical communication.
- Organized, instructed, and directed small groups in the areas of personal growth and outreach.
- Developed, researched, produced, and implemented educational development tools.

I Wish Publishing, Chapel Hill NC
Creative Director - Digital Marketing
January 2023 - Present

- Research and Evaluation of CMS options
- Building Landing pages
- Building sales funnels for automated email marketing
- Email creation and copywriting
- eBook creation
- Social Media management and post creation
- SEO optimization

Skills:
Presentations, Design Systems, Graphic Design, Social Media Management, Online Marketing, User Experience Design (UED), User-Centered Design, Digital Marketing Strategy, E-Commerce, Visual Design, Web Design, User Experience Enhancement, Search Engine Optimization (SEO)

I Wish Publishing Portfolio: https://www.iwishpublishing.com

ViiV Healthcare, Durham, NC
Lead Designer – Digital Marketing
October 2021 – December 2022

- Oversaw the transition from using external agencies to building an internal team
- Researched, evaluated, and documented and created creative workflow processes
- Began foundational design systems and libraries for 5 brands

- Developed display and social ad submission documents for regulatory and FDA approval
- Conducted training on workflow and design systems
- Conducted website audits
- Led 2 additional designers

PHE, Inc., Hillsborough, NC
Sr. UX/UI Web Designer/Developer
April 2016 – Oct. 2021

- UX/UI research (Baymard Institute, Nielsen Norman Group)
- Implemented ADA compliancy standards
- Created wireframes, mockups, and prototypes
- Developed site pages and templates using HTML, CSS, Bootstrap, Flexbox
- Built AB Testing modules (SiteSpect)
- Led 2 additional designers

Greene Resources, Raleigh, NC
UX/UI Web Designer/Developer
October 2015 – March 2016

- Developed new WordPress website
- Site architecture and navigation fixes
- Theme modification - CSS, HTML, and simple php
- Monitored and troubleshoot a security breach
- Consulted in the planning of interactive tool layout and design

University Temporary Services, Chapel Hill, NC
UX/UI Web Designer/Developer
April 2014 – September 2015

Sheps Center:
- Designer/Developer for intranet at UNC Sheps Center
- Wireframing
- GUI and HTML5, CSS3, JS development for Young Families Connect
- HTML, CSS, Adobe CC, Bootstrap, WordPress

Vice Chancellor for University Advancement:
- Re-designed/developed custom "Giving" pages
- Wireframing
- HTML, CSS, Adobe CC, Bootstrap, WordPress, Visual Studio, Beyond Compare

The Body Shop, Raleigh, NC
Web Designer
September. 2013 – January 2014

- Created HTML email campaigns
- Created and uploaded Landing pages
- Created affiliate banners

Previous Career – Educator
1990 - 2006
- Christian Life Schools – Substitute Teacher Jr./Sr. High
- Freeport School Dist. – Teacher's Aide for special need students

 Education:
- National College of Education - Evanston, IL
- The Art Institute – Web Design, 3.9 GPA, Dean's List - Pittsburgh, PA