

Elyssa Conley

elyssaconley@gmail.com
www.elyssaconleydesigns.com
linkedin.com/in/elyssa-conley
617.921.9227

Summary

I am a collaborative, creative, designer able to produce amazing work to communicate to clients and prospective customers; with experience working remotely. I have a background in conceptualizing design and able to implement creative graphics and content for both print and digital UI/UX on time and within budget.

Skills

Software

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Dreamweaver, Google Suite, Microsoft PowerPoint, Word and Excel

Web

Joomla, WordPress, Wix, HTML, CSS, JQuery, Notepad++, Filezilla

Affiliations

American Institute of Graphic Arts
(AIGA Boston Chapter)
Metrowest Toastmasters Club

Education

Framingham State University, Framingham, MA—
Liberal Arts/Graphic Design

MassBay Community College, Wellesley, MA
Certificate, Web Design

Lasell College, Newton, MA—A.A.S.,
Interior Design

Experience

Diittal Marketing Manager

Skineez®, Sudbury, MA
May 2021 - March 2022

- » Designed, built, and managed updates to e-commerce website, including adding new product pages, descriptions, images. Added customer response product reviews to product pages.
- » Started and managed Google Ads campaign. Monitored keyword trends and updated relevant Ads, product descriptions, and blog articles based on trends.
- » Transitioned email marketing campaign from Shopify to GetResponse which resulted in 6% higher open rate and 1.5% higher click-rate.
- » Implemented Loyalty and Referral program.

Junior Web Developer

Machado Consulting, Worcester, MA
July 2020 - May 2022

- » Design, build, manage update multiple client WordPress websites utilizing themes and plugins
- » Working with clients to conceptualize their ideas to help bring the client's vision into reality.
- » Monitoring and maintaining overall website health to ensure they are online and working correctly
- » Managed and mentored multiple interns

Web Assistant and Digital Content Producer

Wellesley Centers for Women, Wellesley, MA
May 2015 – July 2020

Create visual designs with text and imagery adhering to organization's branding standards.

- » Experience managing web content updates for the WCW main website and 4 microsites including transferring data with FileZilla
- » Optimize digital assets for multiple websites and insure WCAG compliance standards met.
- » Created and manage digital asset database for multi-user access.

Digital Content and Social Media Manager

David Fox, Photographer, Brookline, MA
December 2013 – December 2019

- » Created and managed two portfolio websites.
- » Wrote blog articles and social media posts. Selected and created compelling images to update social media including Facebook which grew by 600%, Instagram increased by 600% and LinkedIn Business Page by more than 200% in 4 months.
- » Updated digital corporate logo color for WCAG compliance.
- » Create layouts, edit videos and graphics for Company Website and other Social sites such as Facebook, Twitter, and LinkedIn
- » Design for wedding albums with an emphasis on storytelling
- » Managed the hiring process for 2016 intern—screened resumes, conducted phone and in person interviews, and mentored intern.