BAILEY SEITTER
WEB DESIGNER & DIGITAL MARKETER

PHONE 770-289-7374
EMAIL bailey.seitter@care.org
PORTFOLIO www.baileyseitter.com

WORK EXPERIENCE

CARE
Digital Marketing Manager
September 2019 - Present

- Lead and develop UX strategy and design for CARE.org and other CARE USA online venues.
- Lead administrator for Pantheon, Wordpress, and all performance data management tools.
- Manage relationships with CARE's digital vendor partners.
- Redesign and upgrade CARE's web properties.
- Generate reports and status updates on website performance through Google Analytics. Develop & implement methodology for continuous site testing/optimization in service of fundraising & engagement.

Digital Experience Producer
June 2017 - September 2019

- Designed, developed, and distributed content for web and social properties.
- Redesigned and upgraded web properties, and worked collaboratively to review, update, and correct content on digital properties.

Insightpool
Social & Visual Content Coordinator
September 2016 - June 2017

- Edited Insightpool's website in Wordpress, including creating site graphics and new internal pages.
- Designed mockups for U/I changes to the Insightpool software platform and communicated with development team.
- Led content, SEO, and social strategy, including writing, designing, and editing content for Insightpool's blog and social media accounts and optimizing for search engines.
- Research, wrote, and designed marketing collateral to promote lead gen and assist sales (examples: eBooks, sales one-sheeters, case studies, videos, social media graphics, website graphics).

RadiusOnline
Designer
August 2014 - September 2016

- Designed mockups for clients' websites and worked closely with a team of project managers and developers to meet tight deadlines.
- Created digital marketing and communication collateral (examples: emails, landing pages, ebooks, pay-per-click ads).

SKILLS

TECHNICAL
Content Management Systems:
- Wordpress
- Drupal
- Squarespace
- Concrete5
- BigCommerce

Adobe Suite:
- Photoshop
- InDesign
- Illustrator
- AfterEffects

Microsoft Office Suite:
- Word
- Powerpoint
- Excel

CSS/HTML
Google Analytics
Pantheon
SEO

PROFESSIONAL
Project Management
Agency Management
Communication
Problem Solving
Interpersonal Skills
Time Management
Adaptability

EDUCATION

University of North Carolina at Chapel Hill
August 2010 - May 2014

BA Journalism & Mass Communication, Editing & Graphic Design sequence