BAILEY SEITTER
WEB MANAGER

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WORK EXPERIENCE

CARE
Technical Advisor, Digital Marketing

December 2020 - Present

- Led relaunch of care-international.org, delivered on budget and on time.
- Lead and develop UX strategy and design for CARE.org and other CARE USA online properties.
- Lead administrator for Pantheon, WordPress, BrightEdge, and all performance data management tools.
- Manage relationships and budgets with CARE's digital vendor partners.
- Design, build, and maintain SEO strategy and execution in partnership with agency support.

Digital Marketing Manager

September 2019 - December 2020

- Led redesign of CARE.org, delivered on budget.
- Led web-based marketing strategy development and implementation.
- Led web performance analytics, projections, insights, and opportunities.

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.
- Researched, wrote, and designed marketing collateral to promote lead gen and assist sales (examples: eBooks, case studies, 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.

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