

MELEAH POWERS

803.257.6198 | Duluth, GA 30096 | meleah.aiken@gmail.com | Portfolio: www.meleahpowers.com

Skills & Tools

WEB DESIGNER / FRONT-END DEVELOPER

High-performing, results-focused, Web Designer/ Front-End Developer with 6+ years of well-rounded experience in HTML, CSS, Elementor, SEO fundamentals, PHP, JavaScript, and WordPress. Familiar with updating and maintaining existing websites, including content updates, visual enhancements, landing page creation and performance optimization. Effectively recommends best practices for integrating digital marketing channels. Possesses high attention to detail and ability to interact, communicate and present ideas effectively. Strong working knowledge of designing responsive websites using industry-standard design tools. Experienced with other content management systems and e-commerce platforms. Deep experience with Microsoft office applications and comfortable working with internal and external clients. An excellent eye for visual design, and a great instinct for UI and UX best practices. Able to work independently, take responsibility, and solve problems effectively.

CORE COMPETENCIES

Web Design – Problem Solving – Client Management – CMS Work – SEO Fundamentals
Landing Page Creation – Self Starter – Project Coordination – Budget Management – High Profile Clients
Digital Marketing – Scheduling and Planning – Procedures and Regulations – Configuring Page Builders
Time Management – Leadership – Excellent Communication – E-commerce – Detail Oriented
Project Coordination – Organization – Launching Sites – Conversion Rate Optimization – Time Management
Design Mockups – Customer Service - Analytical – Creativity – Branding Services – Project Management

TECHNOLOGY

Adobe Creative Cloud – WordPress – Elementor – Visual Composer – Beaver Builder
HTML – CSS – JavaScript – PHP – Liquid – Shopify – Bootstrap – CMS – cPanel
DNS Management – Visual Studio – MySQL – Wireframes – FTP
PHPMyAdmin – DNS Management – Google Analytics
Facebook AdManager – Social Media Marketing

Professional Experience

BRIGHTFIRE – Suwanee, GA

March 2018 – Present

Visual Designer

Designs print and online marketing materials such as: posters, billboards, venue banners and online ads using Photoshop, Illustrator, and InDesign based on branded AdMats, for several world-renowned bands for Live Nation. Leads, plans, designs, and implements custom website designs within the company's custom WordPress page builder and Elementor. Leads weekly design team meetings and discusses creative ways to solve complex design issues. Collaborate with the production team to create new site templates and themes. Communicates with developers about website issues, along with presenting new ideas to make company's custom WordPress page builder interface easier to use. Update and maintain existing websites, including content updates, visual enhancements, landing page creation and performance profiling/optimization.

Notable Achievements:

- Successfully created over 500+ WordPress websites.
- Streamlined website process and reduced add-on services which resulted in increased productivity.
- Effectively reviewed various landing pages templates and corrected issues which resulted in fewer customer complaints.

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Professional Experience Continued

PICKLEJUICE PRODUCTIONS – Beaufort, SC

June 2014 – 2020

Website & Graphic Designer & Content Manager (Remote)

Designed website mockups in Photoshop, and implemented approved website designs in WordPress. Edited websites in CSS and HTML, and created website graphics using Photoshop and Illustrator. Designed print and online marketing materials using Photoshop and Illustrator: posters, business cards, online banners, etc. Managed and measured the effectiveness of clients' social media marketing using various analytical techniques. Created and managed online content for company's website.

Notable Achievements:

- Successfully designed several local nonprofit websites such as United Way For the Lowcountry, Beaufort County Animal Services, and the South Carolina Artisan Center.

M.P. MEDIA GROUP – Duluth, GA

March 2014 – 2020

Website Designer

Developed overall business strategies, customer acquisition plans and pricing plans for business. Designed & maintained websites for clients in a variety of industries: magazine publications, e-commerce, health, music, etc. Oversaw every aspect of the business which includes: budgeting, hiring, bookkeeping, invoicing, & client management. Researched, designed/created, and implemented/managed social media marketing for clients. Created document processes related to innovation and implementation of Services products. Participated in the full development lifecycle from research and planning engineering implementations to QA and deployment.

Notable Achievements:

- Successfully created Aiken Bella Magazine as an online local news source, growing its audience from 300 visitors a month to 14,000 visitors a month.
- Increased sales by 176% after redesigning highcountryoliveoil.com.

Education & Certificates

University Of South Carolina Beaufort

May 2015

Bachelor of Science in Business Administration

Concentration: Marketing • Minor: Studio Art

Notable Achievements:

- GPA: 4.0 (Summa Cum Laude)
- President's Honor List
- CoSIDA Capital One Academic All-District Team
- Sun Conference All-Academic & Scholar Athlete
- USCB's 1st three-time Scholar-Athlete: Soccer, Cross Country, and Track & Field
- 1 of 10 students selected for *Leadership in Practice* taught by the USCB's Chancellor, Dr. Jane Upshaw

Midlands Technical College

October 2017

Certificate – Front-End Development

Certificate – Back-End Development

Codecademy (codecademy.com)

October 2017

Certificate – Sass

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Volunteer

Sonoran Glass School

Volunteer Web Design Work (sonoranglass.org)

Made updates to company's website to fix UI/UX issues / currently redesigning home page.

Aiken Pickup Soccer

Facebook Administrator Volunteer and Website Designer (aikenpickupsoccer.com)

Mortgage Network Half Marathon

Volunteer Web Designer (mortgagenetworkhalfmarathon.com)

TW Pet Hotel

Volunteer Web Designer (<https://twpethotel.com>)

Redesigned site and created an online booking portal which resulted in increased bookings for the company.

Activities

Stained Glass Artist

I love to make stained glass panels, sun catchers, and garden stepping stones in my spare time.

Co-Ed Adult League Soccer

I played soccer for my college and now I am proudly on a division one adult league soccer team. (On pause because of COVID)

Cross Country Running

I also ran cross country and track for my college. I still train regularly with my dog and participate in 5k races.