

MEGAN I. DUCKWALL

945 Rocky Ridge Circle | Erie, CO 80516 | 720.771.7901

meg@mimiwebdesigns.com

PROFESSIONAL EXPERIENCE

Web Designer | Vaisala, Inc. (3/20-present)

Roles and Functions: I was hired as the chief web designer for the Weather and Environment division of Vaisala, a Finnish environmental company. My first task was to redesign the global Weather and Environment (WEA) corporate website for Vaisala, Inc., on a Drupal platform. I completed a full redesign of the site in 12/20, and I am focused now on overall site management and optimization, content development/architecture, brand requirements, SEO, localization processes for our country sites and analytics reporting for all WEA content on Vaisala.com. I recently completed localized sites for Russia, China and Japan, with Spanish currently in progress.

Responsibilities:

- Web design - Design and develop comprehensive web content for Vaisala customers including custom Drupal programming solutions using Site Studio CMS
- SEO - Utilizing SEMRush SEO, Brightedge SEO, Google Analytics, Google Optimize to optimize customer journey and usability for Vaisala.com. A/B testing with internal and external audiences and campaigns
- Digital marketing - Supporting our digital marketing campaigns with custom landing page development/creation and Eloqua incorporation
- JIRA - Utilizing JIRA to manage sprints, technical support tickets, and project management between our Global IT department and myself.
- Dynamic content initiative - Working to implement tools for custom, dynamic landing page development using a third party software, Ceros

Web Design & Development, Owner | Mimi Web Designs, Inc. (1/09 - present)

Roles and Functions: Owner, Chief Designer for Mimi Web Designs, a web & graphic design studio based in Erie, Colorado.

Mimi's services include:

- Design and develop comprehensive, custom web sites for clients including custom WordPress, HTML, eCommerce and CSS sites.
- Comprehensive graphic design solutions including logo design, print design and other branding elements.
- Produce intelligent content architecture, manage social media presence, conduct regular cross platform/browser testing, SEO, ongoing site maintenance, and training
- Responsible for all aspects of owning, managing, promoting and running a small business

Franchise Owner | Supper Solutions Thornton, Supper Solutions, Inc. (1/05-1/09)

Roles and Functions: I owned and operated the top-performing Supper Solutions franchised kitchen in the Denver Metro Area for 4 years.

Responsibilities:

- Responsible for the overall management and daily operations of the Thornton Supper Solutions kitchen, including all marketing, day-to-day management, purchasing, human resources, payroll, employee hiring, training, scheduling, staff, customer service, health department inspections, food quality control,
- Selected store location, designed kitchen floor plan, managed construction build-out, obtained all building permits and inspections through the city
- Built recurring customer database to over 3,200 customers in three years, 3/4 of which returned to the kitchen monthly for meal preparation
- Selected out of 25 franchise owners to share our best practices for marketing, web design, employee training and retention, and kitchen operations with entire Supper Solutions franchise system (25 owners, in five states).

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Chief UX Designer | Sun Services eMarketing Team, Sun Microsystems (11/00 – 1/05)

Roles and Functions: As a member of the Sun Microsystems' Services eMarketing web team, I designed, developed and managed the Sun Microsystems Services' internal portal and external corporate web sites.

Responsibilities:

- Developed online promotions and programs, web content and custom web solutions
- Developed web information architecture, strategy, site mapping, user journey and created animated web graphics for use on sun.com
- Conducted regular internal and external usability studies and analyzed web metrics information to enhance site content and optimize user experience and customer journey
- Managed team of interns for Sun Services Marketing team

Senior Web Designer | Corporate Marketing, Exabyte Corporation (10/99 – 11/00)

Roles and Functions: As a member of the Exabyte marketing web team, I was responsible for design, production and management of Exabyte's web presence across four separate web sites (external corporate, technology and investor-focused web sites and channel-focused partner portal).

Responsibilities:

- Wrote & programmed online content targeting technical, investor-focused, and reseller audiences
- Developed external web architecture and strategy for four corporate web sites
- Initiated, researched and managed web enhancements and design modifications for all sites
- Developed/executed usability tests to evaluate site effectiveness and to determine site enhancements
- Designed and optimized graphics for the web

Web Manager | Channel Marketing Site, Exabyte Corporation (2/99–10/99)

Roles and Functions: As a member of the Exabyte marketing web team, I was responsible for the design, development, and operation of Partner Central, Exabyte's partner/reseller web portal.

Responsibilities:

- Completed daily site updates and enhancements, developed online promotional campaigns, and provided insight for site enhancements and design elements
- Developed & programmed partner-focused content for reseller Extranet site, Partner Central
- Developed and maintained relationships with channel partners and OEMs regarding web usability and effectiveness

Senior Copywriter | Corporate Communications, Corporate Express, Inc. (2/98–2/99)

Roles and Functions: Developed content supporting corporate communications initiatives, including internal/external web copy, print pieces, catalog content, annual reports, internal communications newsletters, and public relations plans.

Responsibilities:

- Wrote & edited corporate marketing materials, newsletters, catalogs, advertisements for national publication
- Developed corporate-wide executive communications and crisis communications plans
- Assisted with corporate media/public relations projects and graphic design assignments
- Developed and programmed web content for Internet and Intranet sites
- Developed and executed usability studies for the corporate Internet and Intranet sites
- Developed investor-focused content for use in Corporate Express' annual reports

Account Coordinator | Bernhard Hodes Advertising, Inc. (10/96–1/98)

Roles and Functions: Responsible for account management for up to 10 advertising accounts within the Denver branch of Bernhard Hodes Advertising.

Responsibilities:

- Account management, content development and strategy for ad campaigns, client relations, ad placement and assistance with campaign planning, media buying and creative development for clients.

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CORE COMPETENCIES

- Custom WordPress Development
- WordPress Themes - Theme Blvd, Divi, Elementor
- eCommerce Development and Solutions - WooCommerce, Shopify
- Extensive Content Management Systems (CMS) experience - WordPress, Joomla, Drupal, Site Studio, Adobe Experience Manager
- Search Engine Optimization (SEO) - SEMRush, BrightEdge, Google Optimize
- Landing page creation - Unbounce, Ceros
- Adobe Creative Suite - Proficiency with entire suite of Adobe products
- Content Architecture - UX/UI, wire framing, customer journey
- Web Writing/Content Development
- Responsive Design/Mobile Application Development
- Extensive experience with HTML, CSS Web Design & Development
- Graphic Design (Print & Web) & Production
- Branding, logo design
- Web Hosting
- Digital Marketing, Email Campaigns - Eloqua
- Web Programming & Scripting – JavaScript, XML, php
- Web Usability/Metrics - Google Analytics
- IT Communications/Project Liaison
- Project Management
- Print Publication

EDUCATION

2014 - Custom WordPress Development Certification

Boulder Digital Arts Studio, Boulder, CO

2002 - Information Architecture and Content Design Certification, Edward Tufte Institute

Denver Tech Center, Littleton, CO

2000 - National Association of Communications Systems Engineers (NACSE) Webmaster Certification,

Colorado Computer Center, Littleton, CO

1999 - Web Design & Development Certification,

University of Colorado, Continuing Education, Boulder, CO

1996 – Bachelor of Arts, Journalism/Mass Communications

University of Northern Colorado, Greeley, CO

Concentration: News Editorial/ World Wide Communications

Double Minor - Electronic Communications & Cultural Anthropology

Graduated with Distinction

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ONGOING PROFESSIONAL TRAINING

- 4/1/2022 - Growth Mindset: The Key to confidence, impact and fulfillment, Udemy
- 1/2022 - BrightEdge SEO optimization tool training, BrightEdge
- 8/2021 - SEM Rush SEO optimization tool training, SEMRush
- 8/2021 - SEO: Competitive Analysis and Keyword Research, SEMRush
- 6/2021 - Email Deliverability, Oracle University
- 4/2021 - Oracle Eloqua, Oracle University
- 12/2020 - Best Practices for Beautiful Web Design, Udemy
- 9/2020 - Cohesion/Site Studio CMS Developer Training, Vaisala GIT Group
- 8/2020 - Building websites with Drupal 8
- 1/2017 - Present - Boulder WordPress Meetup (monthly WordPress meetings to share best practices, network)
- 2/2016 - Google Analytics, Boulder Digital Arts Studio
- 5/2013 - WordPress SEO, Boulder Digital Arts Studio
- 11/2012 - JumpStart Advanced Theme Customization, AskWP Girl Courses
- 11/2011 - WordPress Advanced Theme Customization, Boulder Digital Arts Studio
- 5/2011 - Custom WordPress Galleries, Boulder Digital Arts Studio
- 11/2010 - WordPress Theme Customization, Boulder Digital Arts Studio
- 4/2010 - Social Media Marketing, Boulder Digital Arts Studio
- 2/2010 - WordPress (introduction, managing content), Boulder Digital Arts Studio
- 5/2009 - Adobe Illustrator, Boulder Digital Arts Studio
- 1/2009 - CSS Based Web Design, Boulder Digital Arts Studio
- 8/2002 - Sun Sigma Training - Sun Microsystems
- 6/2002 - XML - Sun Microsystems
- 11/2001 - JavaScript - Colorado Computer Center
- 10/2001 - Adobe Photoshop - Continuing Education, CU, Boulder
- 4/2001 - Web Site Information Design - Sun Educational Services, Sun Microsystems
- 1/2001 - Adobe Photoshop, Continuing Education, CU, Boulder
- 6/2000 - Adobe DreamWeaver - Arapahoe Community College

REFERENCES & PORTFOLIO

Web and logo portfolio samples available online: mimiwebdesigns.com

Additional references: Available upon request.