

Makeda Dawson

Portfolio: <http://msdesigns.org>

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EXPERIENCE

Southern Foods, Greensboro, NC — Digital Marketing Specialist

April 2022 - June 2023

I used WordPress to manage the company's e-commerce website via WooCommerce and created new product descriptions and photography. Developed and scheduled organic content for social media that increased reach from 300 to 1,000+ via Facebook. I managed the social accounts using Meta Business Suite and used MailChimp to refine previous email communication performance. I also designed and maintained all print/digital publications, collateral, and branded items.

Nassar Creative, Greensboro, NC — Web Designer

June 2020 - March 2021

Created mood boards and color schemes based on clients' background research, and evaluated the client's current website information structure and user flow. I created prototypes by developing ideas that addressed customer and business problems. Websites were redesigned for maximum user experience and engagement by creating interactive Adobe XD and Figma prototypes. WordPress was used to build websites from the approved prototypes.

Burlington Coat Factory, Greensboro, NC — Receiving, Team Lead

August 2020 - April 2021

Supervised and led a team of ten employees in everyday duties, including unloading, processing, and merchandising apparel and home items. Used knowledge of concepts and principles to instruct individuals and demonstrate new procedures, trained new employees on proper procedures and store maintenance. Took ownership of tasks and projects to ensure deadlines were met.

Bermuda Heart Foundation, Bermuda, BDA — Lead UX/UI Designer & Assistant Web Developer

January 2020 - February 2020

A community outreach project for a non-profit organization. I collaborated abroad, with a team of eight colleagues to redesign the website for the Bermuda Heart Foundation. As UX lead, my responsibilities included planning, creating, and conducting usability tests throughout the redesign. I also assisted with developing custom HTML and CSS while incorporating bootstrap elements for the web redesign.

The Daily Reflector, Greenville, NC — Sales & Marketing Intern

May 2017 - August 2017

Completed all tasks assigned by the manager, identified business opportunities, conducted market research, managed email campaigns, designed creative for internal/external marketing materials, participated in meetings, and assisted the Sales department wherever possible.

SKILLS

User testing, low-fidelity prototyping, high-fidelity prototyping, interface design, graphic design, web design, web development, mobile design, visual design, product design, typography, layout, photography, Adobe Creative Cloud, Figma, Invision, Canva, HTML, CSS, SEO, WordPress, Wix, Duda, Microsoft Office, ChatGPT, digital marketing, time management, social media management, email marketing, project management, problem-solving, verbal communication, written communication, collaboration, agile project management, leadership, critical thinking, creativity, research, detail-oriented, organization

CERTIFICATIONS

Hootsuite Platform Certification (2019) indicates competency and proficiency in the fundamentals and advanced features of the social media management program.

Campus Greensboro (2019) completed the Fellows program dedicated to preparing college and university students for a professional environment.

Golden LEAF Leadership Program (Center for Creative Leadership, 2018) completed an eight-month program that implemented goals related to the summer internship, academic, and career goals leading in rural NC.

EDUCATION

Elon University, Elon, NC— *M.A. Interactive Media*

July 2019 - May 2020

Interactive writing and design, visual aesthetics, multimedia storytelling, application development, theory, and audience analysis.

North Carolina A&T State University, Greensboro, NC— *B.S. Graphic Communication Systems; Minor Marketing*

July 2016 - December 2018

Multimedia, web design technology, animation, product design, and general marketing.