

# Mallorie McDowell

## DIGITAL DESIGNER | SPORTS, FITNESS, AND ATHLETICS

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### PROFESSIONAL SUMMARY

I am an organized, innovative, and creative environmental and digital design professional with 10 years of experience creating branding and advertising materials, websites and content, and design solutions that meet client needs. By utilizing effective communication I've proven to be a dependable team player who remains personally accountable for their work.

### KEY SKILLS

Environmental & Graphic Design | Project Management | Branding | WordPress | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | HTML/CSS | Google SketchUp | Visual Studio | Google Suite | Database Management | Microsoft Office Suite | Duda | QuickBooks | SquareSpace | Knack Database

### PROFESSIONAL EXPERIENCE

#### **Rush Soccer, Remote**

**July 2021 - Present**

#### ***Design & Marketing, Website Administrator***

- Monitor, maintain, and optimize Rush national program websites utilizing best web practices. 9 websites in total.
- Implemented new workflows in our Knack Database to streamline the collection of club and player information. Resulting in \$6K in yearly savings
- Build and manage an E-Learning WordPress site using LearnPress and Woocommerce. This site is utilized by players, coaches, and club staff.
- Manage domain names, hosting accounts, and DNS records for all Rush clubs & programs.
- Followed branding guidelines to develop the site template for Rush Club websites utilizing WordPress and the 360Player platforms.
- Provide technical support for new and existing clubs looking to transition web platforms
- Increased web traffic across national websites by 2% quarterly

#### **Splashlight Studio, Boulder, CO**

**February 2015 - July 2021**

#### ***Design & Marketing, Showroom Manager***

- Schedule client meetings to determine vision for lighting solutions and recommended products based on budget, style, aesthetics, purpose, and function. Budgets range from \$500 to \$50K.
- Design and implement product tags for display fixtures and develop streamline order forms for complicated lighting systems.
- Revamped online store for an optimized UX experience by adding inventory display and sale items, and appended product images resulting in increased online and phone requests and markdown inventory sales.
- *Highlight:* Drove \$20K in revenue by selling and designing a major residential lighting project, resulting in several referrals.

#### **Haven Interiors, Superior, CO**

**March 2015 - November 2020**

#### ***Interior Design Assistant***

- Drafted 3D models, designed multiple spatial planes within 24-hour periods, and rendered drawings for construction documents in Google SketchUp and Layout for clients with \$10K to \$30K budgets.
- Designed MailChimp newsletters and email campaigns to keep 200+ past clients and partners engaged.
- Updated Houzz profile with project portfolio photos, descriptions, and blogs resulting in 3 consecutive Best of Houzz Service awards, 1K Ideabook saves, an Influencer badge, and a Recommended by Houzz badge.

## RELEVANT FREELANCE EXPERIENCE

### **FC Denver Soccer Club, Denver, CO**

**February 2019 - September 2021**

#### ***Website Admin & Women's Program Manager***

- Website admin responsibilities include timely weekly updates of game results, schedule changes, as well as new page implementation and design. <https://www.fcdenver.org/>
- Proactively created a volunteer website page resulting in interest for a new head coach.
- Managerial duties for two teams include organizing tryouts, collecting player payment and registration, exploring potential facilities, and ensuring updated rosters and clean uniforms are provided for each game.

### **Floors by Remo and Company, Denver, CO**

**February 2015**

#### ***Branding Designer***

- Worked closely with the owner to designed the logo, website, business cards, and other print materials and signage for a start-up flooring company in Denver.
- Continued website maintenance including updating employees, vendors and broken links.

## EDUCATION & TRAINING

### **University of Colorado, Boulder, CO**

**August 2010 - May 2014**

- Bachelor of Environmental Design, Emphasis in Architecture; Minor in Technology, Arts, and Media

### **On Demand Digital Marketing, General Assembly**

**June 2020**

- Studied techniques in lead generation, personas, segmentation, targeting, A/B testing, metrics, and analytics.

### **Arvada Gardens HOA Board**

**March 2022 - Present**

#### ***President***

- Lead with a proactive mentality focused on preventative maintenance and improving the overall quality of life with the community's best interest in mind.
- Lead weekly meetings amongst board members and management staff & monthly homeowner meetings.
- Reduced the cost of a \$12mil special assessment to \$5mil by sourcing new management company, interview/reviewing multiple contractor bids, and loan options.
- In response to a \$5mil special assessment, organized a Grant Writers committee to apply for financial support as well as source individual financial resources for homeowners on fixed incomes.
- Organize property clean-ups and events to help revitalize the sense of pride & ownership in our community.
- Maintain regular communication with homeowners through newsletters to ensure transparency