

Charlotte, NC
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SUMMARY

I have over 18 years of digital expertise gained by contracting for small businesses and working in the digital marketing departments of large companies like Electrolux, Belk and Irwin Tools.

I am a seasoned self starter and have honed my skills working on many different design fronts from print to e-commerce. I'm extremely ambitious, I have a strong work ethic, and I am passionate about creating design that is beautiful and sensible.

SKILLS

HTML, CSS

Photoshop, Dreamweaver, Illustrator, InDesign

CMS: EpiServer, Magento, Blue Martini, Scene7, Wordpress

Mail Chimp, Exact Target, Lyris, and Silverpop

Microsoft Word, Excel, and Powerpoint

Facebook, Instagram, Twitter, Snapchat

Karon Mack

kmack.carbonmade.com • sovereigndesign.net

Sinomax, Nashville, TN — *Graphic Designer*

April 2023 - Present

- Conceptualize and storyboard video content.
- Record and edit content for social media.
- Have established myself as an in-house influencer posting informational videos about all things sleep related.
- Use Hootsuite to manage all 10 social media channels.
- Post content to Facebook, Instagram, TikTok, LinkedIn, X, etc.
- Design assets to post on social media.
- Conceptualize package design
- Process product images for ecomm outlets like Macy's & Amazon
- Design display ads
- Use Mailchimp to create and schedule html emails.

Newrez, Charlotte, NC — *Senior Graphic Designer*

January 2021 - April 2023

- Created digital advertisements using InDesign, Photoshop and Illustrator
- Utilized Photoshop and Illustrator to create social media graphics for Facebook and Instagram
- Worked with copywriters and utilized Adobe Creative Suite to create ads for print magazines.
- Assisted in huge rebranding project by updating and creating internal logos and documents and external social graphics and print materials.

Dentsply Sirona, Charlotte, NC — *Graphic Designer*

November 2015 - January 2021

- Created print and digital advertisements, brochures, lanyards, badges, folders and more in InDesign, Photoshop and Illustrator
- Utilized inDesign to create onsite programs for C30 and Siroworld conferences
- Created collateral for Twitter, Facebook and Youtube
- Designed and coded HTML emails and managed contact lists.
- Utilized Act-On and Myemma to test emails and manage contacts
- Head of signage committee for Siroworld 2016 conference, managing sign design, sign printing and location, and sign delivery

EDUCATION

University of North
Carolina at Charlotte

2001-2005

BFA in Graphic Design

Electrolux, Charlotte, NC — *eBusiness Digital Marketing Designer*

March 2014 - June 2015

- Designed and coded HTML emails and managed contact lists for Electrolux and Eureka.
- Utilized Lyris and Silverpop to send emails to customers.
- Created banner ads in Sizmek MDX.
- A/B tested emails.
- Designed assets for Electrolux and Eureka social media accounts.
- Designed and coded landing pages for Electrolux and Eureka.
- Added, updated and audited content for brand sites.
- Created interactive Easy2 and WebCollage demos.
- Converted videos to flv, wmp, mov, webb, ogg, and mp4 format.
- Utilized Adobe Bridge to add metadata to product images.
- Created .vtt files to add closed captioning to product videos.

Shutterfly, Fort Mill, SC — *Graphic Designer*

October 2013 - December 2013

- Retouched, enhanced and color corrected photographs
- Edited copy for correct spelling and grammar
- Provided phone support and customer service

Belk, Charlotte, NC — *Web Graphic Designer*

December 2009 - June 2012

- Designed category landing pages on Belk.com.
- Coded HTML email tables in Exact Target.
- Designed, built and cross-trained on all Belk.com email and interactive campaigns.
- Assisted in the rebranding process by redesigning consumer and internal email templates and interactive banners and helping launch the new Wedding Channel page.
- Provided brand support by designing visually enticing microsites and conceptualizing animated advertisements.
- Provided leadership support by being a resource for training and new process development.

Belk, Charlotte, NC — *Graphics Processor via Robert Half*

May 2008 - December 2009

- Assisted in the launch of the new Belk.com eCommerce site by processing and uploading photographs of models & merchandise.
- Trained and managed the eCommerce image processing team.
- Documented work flow and created an instructional manual for the eCommerce image processing team.
- Corresponded with web merchants daily in order to pin-point and fix website errors