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## DEANNA MCLEAN

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Alabaster, AL 35007

deezgrafix@gmail.com

205-747-6196

#readytowork

Authorized to work in the US for any employer

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## WORK EXPERIENCE

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### Digital Art Director / Team Leader

**Mspark, Inc.** - Helena, AL

December 2007 to Present

Responsible for all aspects of digital advertising, as well as the design, development, and maintenance of 19 corporate Wordpress based websites.

Lead a team of senior graphic artists, digital artists, and graphic artists, coach and develop their skills.

Responsible for creating print advertisements for more than 3,000 clients in both local and national brands.

### Graphic Designer

**Signs First** - Hattiesburg, MS

May 2004 to December 2007

Responsible for design of signs, vinyl graphics, and vehicle wraps for a fast paced sign shop. Some major clients included the University of Southern Mississippi as well as the city of Hattiesburg, MS.

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## EDUCATION

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### B.F.A. In Fine Arts in Graphic Design

**Ole Miss** - Oxford, MS

2000 to 2003

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## SKILLS

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- Adobe Creative Suite (10+ years)
- Wordpress (7 years)
- CSS (7 years)
- HTML (7 years)
- Html5 (7 years)
- CSS3 (7 years)
- Adobe Illustrator (10+ years)
- Adobe InDesign (10+ years)
- Adobe Photoshop (10+ years)
- Google AdWords (4 years)
- Graphic Design (10+ years)
- Search Engine Optimization (SEO) (7 years)
- Social Media Management (7 years)
- Web Design (7 years)
- Layout Design (10+ years)
- Illustration (10+ years)
- Web Development (7 years)
- Typography (10+ years)
- Email Marketing (7 years)
- Branding (10+ years)
- User Interface (UI) (7 years)
- Content Management Systems (7 years)
- Digital Marketing (7 years)

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## LINKS

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<http://www.deezgrafix.com>

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## AWARDS

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### **GDUSA Interactive Design Award**

June 2016

Design of website [www.Jobcerch.com](http://www.Jobcerch.com)

### **GDUSA Interactive Design Award**

June 2017

Design of [www.Mspark.com](http://www.Mspark.com)

### **GDUSA Interactive Design Award**

June 2019

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## CERTIFICATIONS AND LICENSES

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### Google AdWords

December 2014 to December 2020

### Google Analytics

December 2018 to December 2020

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## ASSESSMENTS

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### Customer Focus & Orientation — Highly Proficient

June 2020

Responding to customer situations with sensitivity.

Full results: <https://share.indeedassessments.com/attempts/3ddeb7a08ec25335e414be5721aae472eed53dc074545cb7>

### Search Engine Optimization — Expert

June 2020

Interpreting online website performance metrics and understanding search engine optimization tactics.

Full results: [https://share.indeedassessments.com/share\\_to\\_profile/9990bc3a3597b8e73f6ce86adc5116beed53dc074545cb7](https://share.indeedassessments.com/share_to_profile/9990bc3a3597b8e73f6ce86adc5116beed53dc074545cb7)

### Marketing — Proficient

June 2020

Understanding a target audience and how to best communicate with them.

Full results: [https://share.indeedassessments.com/share\\_to\\_profile/e589bc9f3a190e6f1a2d86e6e33cc3d9eed53dc074545cb7](https://share.indeedassessments.com/share_to_profile/e589bc9f3a190e6f1a2d86e6e33cc3d9eed53dc074545cb7)

### Attention to Detail — Highly Proficient

June 2020

Identifying differences in materials, following instructions, and detecting details among distracting information.

Full results: [https://share.indeedassessments.com/share\\_to\\_profile/94f1e21e7640704598c6eb3fb5115e49eed53dc074545cb7](https://share.indeedassessments.com/share_to_profile/94f1e21e7640704598c6eb3fb5115e49eed53dc074545cb7)

### Work Style: Reliability — Highly Proficient

June 2020

Tendency to be dependable and come to work.

Full results: <https://share.indeedassessments.com/attempts/9f1d33b4e61323de4cfbdc177f5fca47>

### Following Directions — Highly Proficient

June 2020

Following multi-step instructions.

Full results: <https://share.indeedassessments.com/attempts/c08a41993d5f98bbf82d369cada4ae55eed53dc074545cb7>

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