

MICHELLE GAVALDON

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SUMMARY

Creative and multitalented web and graphic designer. Professional skills range from full print media services to web design and development, content management systems run by WordPress, Squarespace, Joomla, Magento, etc., ecommerce platforms; Hybris, Shopify, Woocommerce, ZenCart, email marketing programs; Bluecore, Selligent, Constant Contact, Mailchimp, email campaign and social media management, project management applications; Basecamp, Freedcamp and Wrike, and Microsoft Office suite of applications.

Exceptional collaborative and interpersonal skills; a team player with well-developed written and verbal communication abilities. Accustomed to performing in deadline-driven environments with an emphasis on details, creating pixel perfect images, and staying within budgets.

Creative experience includes:

- Web and graphic design using the complete Adobe Creative Cloud suite of applications, proficient in HTML, CSS, Javascript
- Web content platform management; WordPress, the latest editor, the Classic Editor and use of page builder plug-ins; Beaver Builder, WPBakery, SiteOrigin, etc.
- WordPress template customization
- Construction of web layout composites and wireframes, UI/UX design
- Email design marketing
- Logo and graphic design
- Photoshop expert, professional photo modification and manipulation
- Print media specialist, production artist, fast, efficient
- and a Disciple of Pixel Perfect Precision.

EMPLOYMENT

Excelligence Learning Corporation 2014 – Current, Monterey, CA
Senior Designer / Digital Marketing

I manage the supplies division website DiscountSchoolSupply.com and the exclusive brand website Colorations.com, designed the corporate website Excelligence.com.

I work directly with the Marketing and Brand Directors to implement promotional updates and design enhancements.

I also create and build all the company's email campaign designs and social media content for consistency across promotions.

Word of Mouth Advertising and Productions 1993 – Current, Los Angeles, CA
Senior Web & Graphic Designer

Built and continue to maintain a multitude of WordPress and HTML websites, ecommerce systems, social media management and email campaigns.

Work closely with the COO to evaluate clients' needs and put together customized solutions. Involved in initial consultations to layout and final implementation.

WEB SITES/PORTFOLIO:

<https://mgavaldonweb.com>

[Excelligence Learning Corporation](http://Excelligence.com)

<https://discountschoolsupply.com>

<https://colorations.com>

<https://excelligence.com>