

Michelle Gavaldon



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mgavaldonweb.com

SKILLS

- Digital/Graphic Designer
- Web, Social Media, Print, Email - from Concept to Final Launch
- Web Design & Development
- Layout Composites, Wireframes, UI/UX
- Figma, Sketch, Lucid App
- Proficient in HTML, CSS, JavaScript
- Photoshop, Illustrator, the Complete Adobe Creative Cloud suite of applications.
- Email Design & Marketing
- Logo Design
- WordPress Full Development & Maintenance
- Print Media
- Production Artist
- Project Management
- Photo Retouching
- Disciple of Pixel Perfect Precision
- Team Player & Leader
- Fast & Efficient

SUMMARY

Experienced Graphic Artist and Designer bringing 20+ years' experience applying technical and creative abilities to diverse customer projects. Highly effective at collaborating with artistic, project, production and administrative leadership to complete tasks according to budget and schedule goals.

WORK HISTORY

Excelligence Learning Corporation 2014 – Current, Monterey, CA **Digital Design Manager / Digital Marketing**

- Manage front end development of the Excelligence Learning Corporation Supplies division websites DiscountSchoolSupply.com, ReallyGoodStuff.com, and the exclusive brand website Colorations.com
- Guide a small team of digital designers that create email and social media materials for listed websites
- Oversee all company's email campaign designs and social media content for consistency across promotions
- Work directly with CMO and Brand Director to implement promotional updates and design enhancements
- Recently drove design creatives that recently accounted for:
 - 13% increase in iROAS for paid social for Discount School Supply
 - 62% increase in iROAS for display remarketing for Discount School Supply
 - 11,903% increase in iSales for display remarketing for Really Good Stuff
 - 23% increase in email clicks for Discount School Supply
 - 87% increase in email clicks for Really Good Stuff

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

- Built and continue to maintain many WordPress and HTML websites, ecommerce systems, social media management, email campaigns and all forms of print media
- Work closely with COO to evaluate clients' needs and put together customized solutions
- Involved in initial consultations to layout and final implementation

RECENT WORK

Portfolio

<https://mgavaldonweb.com>

Excelligence Learning Corporation

<https://www.discountschoolsupply.com>
<https://www.reallygoodstuff.com>
<https://colorations.com>

Word of Mouth Productions

<https://doublealabs.com>
<https://anncusack.com>
<https://aquaperformance.com>

Freelance

<https://azurepalmhot springs.com>
<http://trackerstermite.com/>
<https://robinhoodcamp.com>