

MICHELLE GAVALDON

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SUMMARY

Creative, multitasking Graphic & Digital Designer with extensive experience in web design/development, eCommerce, email marketing, and content management systems. Skilled in delivering high-quality, pixel-perfect assets under tight deadlines while collaborating across teams and managing multiple projects.

CORE SKILLS

- Digital design for web, social, and marketing campaigns using Adobe Creative Cloud, Canva, After Effects
- Adept with AI tools such as Midjourney, Photoroom, Canva, Microsoft Designer
- Designed and built Amazon A+ pages with custom imagery and branded assets to enhance product storytelling and conversion
- Web design & development: HTML, CSS, JavaScript
- UI/UX design, wireframes, and layout comps: Figma, Sketch, Lucid, Photoshop, Illustrator
- Email marketing design: Bluecore, Selligent, Constant Contact, Klaviyo, Mailchimp, Bloomreach, and Stensul Certified Admin
- eCommerce platforms: Hybris, Shopify, WooCommerce, OpenCart, ZenCart
- CMS experience: WordPress, Squarespace, WIX
- Photo editing & manipulation (Photoshop expert)
- Video and Audio Editing
- Logo design, branding, and print production
- Project management tools: Wrike, Monday, Basecamp, Slack, ClickUp
- Concept-to-launch execution + strong collaboration and communication

PROFESSIONAL EXPERIENCE

Excelligence Learning Corporation

Digital Design Manager / Digital Marketing | 2014 – Present

- Design and implement marketing assets for Excelligence Supplies Division, manage various brand identities, their websites, landing pages, email, presentations and paid social media
- Lead marketing concept development and oversee a small creative team producing 100+ weekly images/videos for digital advertising

Dominion Dealer Solutions

Graphic & Web Designer / Activator CDP | 2022 – 2025

- Created custom marketing assets for automotive dealerships nationwide (email layouts, animated heroes, mastheads, web banners, paid social ads)
- Supported Salesforce developers and internal engineering needs for campaign builds and visual journey assets
- Managed division portfolio websites used by sales teams to showcase design libraries and campaign capabilities
- Certified Administrator of Stensul, the custom campaign email builder

Word of Mouth Advertising and Productions

Senior Web & Graphic Designer | 1993 – Present

- Build and maintain WordPress and HTML websites, eCommerce systems, email campaigns, and social media content
- Partner with leadership and clients from consultation through final implementation to deliver tailored solutions

SELECTED WEBSITES

- <https://discountschoolsupply.com>
- <https://colorations.com>
- <https://excelligence.com>
- <https://lookbook.activators.com>
- <https://xyz.activators.com> (pwd: dominion)

RECENT FREELANCE

- <https://azurepalmhotspots.com>
- <https://sylviamanheim.com>