

Mercy Tapscott

GRAPHIC WEB DESIGNER

PROFESSIONAL PROFILE

Graphic web designer and frontend web developer with over 15 years of experience in website design/development and digital graphic design; 8 years of experience building WordPress websites with custom jQuery and PHP functionality, creating print designs and marketing materials, and designing/coding email blasts; 3 years of social media marketing and video editing.



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Melbourne, FL 32934

PROGRAMS

Adobe Photoshop, Adobe Acrobat Pro, Adobe Dreamweaver, Adobe Illustrator, Adobe Premiere Pro, Microsoft Office Suite

SKILLS

HTML, CSS, PHP, jQuery, Javascript, Responsive Website Design, Brand Identity, Graphic Design, Print Design, Social Media, Copywriting & Editing, SEO, Video Editing, Blogging, Hand-Coding, Photography

WORK EXPERIENCE

GRAPHIC WEB DESIGNER/DEVELOPER

Orchid Insurance | Feb 2018 - Present

Designs and develops website with emphasis on user experience (UX). Designs printed and digital marketing collateral.

WORDPRESS FRONT-END DEVELOPER

Blockchain Research Institute | 2017 - 2018

Set up and developed WordPress multisite network with public and private websites for members. Coded and executed custom Divi theme modules.

GRAPHIC WEB DESIGNER/DEVELOPER

European Leadership University | 2017 - 2018

Brought wireframe concepts to life through graphic mock ups and then as a completed modern WordPress website. Edited and converted videos into cross-browser compatible video headers.

MARKETING MANAGER, CO-OWNER

Print A Pot | 2017 - Present

Developed brand identity, branding guidelines, marketing materials, and website. Writes search engine optimized copy for product descriptions and blog posts. Produces video tutorials, photographs products, and post-produces photos.

APPS

WordPress, Magento v1.7-1.9 (Front-End), WooCommerce, Shopify, Etsy, Google Pagespeed, MOZ SEO insights, Mailchimp, Aweber

LANGUAGES

English (native)
Spanish (intermediate)

EXPERIENCE *CONTINUED*

FRONT-END DEVELOPER

Axiom Audio | 2016 - 2018

Codes PSDs into responsive email blasts. Converted forums from table-based layout to a new responsive design. Coded PSD to Magento theme with responsive scrolling animations.

WORDPRESS AND PRESTASHOP DEVELOPER

nth Solutions | July 2015 - 2016

Created custom responsive WordPress child themes from client PSDs. Coded customizations to Prestashop and eDocBuilder templates to display customization instructions. Coded responsive slider to include image map areas and custom jQuery actions.

WORDPRESS FRONT-END DEVELOPER

Engage Diamond Studio | September 2013 - 2018

Designs and develops custom landing pages. Developed and coded custom Carbon Fields modules to create sliders to share the company's manufacturing process and display a portfolio of their custom portfolio. Configured a custom post type and coded a custom template to show and share videos inline on Facebook.

WORDPRESS & GRAPHIC DESIGNER

Tri Outer Banks Sports | September 2013 - Present

Designs marketing materials including digital graphics and print media. Creates and schedules monthly e-mail newsletters in Mailchimp. Designed and coded Wordpress theme, then converted to a responsive theme in 2015.

WORDPRESS FRONT-END DEVELOPER

Thinkers50 | August 2013 - Present

Designed and developed Thinkers50 website and child themes for sister sites. Created and maintains individual video blogs as WordPress custom post types. Developed custom templates to serve video playlists.

MAGENTO FRONT-END DEVELOPER & GRAPHIC DESIGNER

Loyalty International, Ltd. | May 2010 - 2017

Designed and developed e-commerce themes in Magento. Installed, configured, and customized third-party Magento extensions. Created promotional and educational videos for YouTube and the on-site video library. Used MOZ Pro SEO insights to monitor and fix SEO issues.