

Mercy Tapscott

GRAPHIC WEB DESIGNER

PROFESSIONAL PROFILE

Graphic web designer and frontend web developer with over 16 years of experience in website design/development and digital graphic design; 9 years of experience building WordPress websites with custom jQuery and PHP functionality, creating print designs and marketing materials, and designing/coding email blasts; 4 years of social media marketing and video editing.



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PROGRAMS

Adobe Photoshop, Adobe Acrobat Pro, Adobe Dreamweaver, Adobe InDesign, 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, Bootstrap, Version Control (Git with GitHub & BitBucket), Windows & Mac environments

WORK EXPERIENCE

GRAPHIC WEB DESIGNER/DEVELOPER

Orchid Insurance | Feb 2018 - Present

Designs and develops website and landing pages with emphasis on user experience (UX), back-end functionality and mobile responsive design with Bootstrap 4. Designs printed and digital marketing collateral for tradeshow, campaigns, etc. Creates and edits videos for training, marketing, and social media.

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.

WORDPRESS FRONT-END DEVELOPER

Thinkers50 | August 2013 - 2018

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

WORDPRESS FRONT-END DEVELOPER

Blockchain Research Institute | 2017 - 2018

Set up and developed WordPress multisite network with public and private websites for members.

APPS

WordPress, WooCommerce, Shopify, Etsy, Google Analytics, Google Webmaster Tools, MOZ SEO insights, SendGrid, Mailchimp, Aweber

LANGUAGES

English (native)
Spanish (intermediate)

EXPERIENCE *CONTINUED*

FRONT-END DEVELOPER

Axiom Audio | 2016 - 2018

Coded 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 for a campaign landing page.

GRAPHIC DESIGNER / WORDPRESS DEVELOPER

femMED | 2014 - 2017

Designed and developed landing pages and microsites, configured WooCommerce products (single and grouped), designed graphics for marketing, developed custom WordPress and WooCommerce templates.

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 & GRAPHIC DESIGNER

Smoke Remedy | 2012 - 2018

Designed e-books for lead generation, designed marketing banners and social media graphics, created landing pages and mini-sites.

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.

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.