

# Mercy Tapscott

FRONTEND WEB DEVELOPER & GRAPHIC DESIGNER

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## PROFESSIONAL PROFILE

Frontend web developer and graphic web designer with over 17 years of experience in website design/development and digital graphic design; 10 years of experience building WordPress websites with custom templates and functionality, creating branded print designs and marketing materials, and designing/coding email blasts; and 5 years of social media marketing and video editing.

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Melbourne, FL 32934

## PROGRAMS

Adobe Creative Cloud, Adobe Photoshop, Adobe Acrobat Pro, Adobe Dreamweaver, Adobe InDesign, Adobe Illustrator, Adobe Premiere Pro, Adobe XD, Adobe Audition, Adobe Dimension, Microsoft Office Suite

## SKILLS

HTML, CSS, PHP, jQuery, JavaScript, Responsive Design, Web Design, UI/UX, Brand Identity, Graphic Design, Print Design, Social Media, Copywriting, Copyediting, SEO, Video Editing, Blogging, Hand-Coding, Product 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 interface (UI) and user experience (UX), WordPress back-end functionality and mobile responsive design with Bootstrap 4. Develops new WordPress templates using PHP, jQuery, and WordPress Custom Fields to tailor functionality to business needs and user requirements. Designs printed and digital marketing collateral such as brochures and sell sheets for corporate development, tradeshow, events & advertising/marketing campaigns that adhere to established branding guidelines. Creates and edits videos for training, marketing, and social media. Coordinates with team members to develop advertising campaigns and marketing strategies.

Provided support to IT regarding WordPress development. Integrated third-party software (Google Analytics) and created custom Google Analytics dashboards to track marketing initiatives and goals. Updated brand guidelines for 2019 and created a new logo, letterhead and branding for a new branch of the company. Consistently met deadlines and communicated on timelines.

### MARKETING MANAGER, CO-OWNER

Print A Pot | 2017 – Present

Analyzes current and upcoming trends in the industry to facilitate product development. Stages and edits product photo shoots primarily used for e-commerce and social media. Creates listings for products on Etsy using relevant keywords and tags for SEO. Designs marketing materials, social media posts, etc. From 2018-2019, increased social media traffic to store by 336% YOY; revenue increased 110% YOY.

## **APPS**

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

## **LANGUAGES**

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English (native)  
Spanish (intermediate)

## **AWARDS**

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Award of Excellence (2019),  
Insurance Marketing &  
Communications Association for  
Orchid Insurance Website Redesign

## **EXPERIENCE** *CONTINUED*

### **WORDPRESS FRONT-END DEVELOPER**

Thinkers50 | August 2013 – Present

Assists with designing landing pages and the Awards section. Designed and developed Thinkers50 website and child themes for sister sites. Installed InfusionSoft code in WordPress to integrate Thinkers50 Europe website with campaign management tools and to track sales.

### **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**

Smoke Remedy | 2012 - 2018

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

### **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.

### **WEB/GRAPHIC DESIGNER, CO-OWNER**

The Blend House, LLC – NrGize Café Franchise | 2015 - 2016

Designed social media graphics and marketing collateral to appeal to a health-conscious market. Ran evening operations of a juice bar inside a gym. Interacted with English- and Spanish-speaking customers and sold sports nutrition products, pre-workout powders/RTD beverages, and post-workout recovery food and drinks.