

CARLIE ADAMS

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SUMMARY

Creative and adaptable problem solver with a huge passion for helping others. I have 7 years of experience in marketing and a true love for UX design solidified by a UX Certificate.

PORTFOLIO

UXBYCARLIE.COM

SKILLS

UX DESIGN FIGMA

CANVA GOOGLE SUITE

SQUARE SPACE

KNOWLEDGE

- WIRE-FRAMING
- PROTOTYPING
- MOCKUPS
- USER TESTING
- USER JOURNEY MAPPING
- USABILITY STUDIES
- INFORMATION ARCHITECTURE
- RESEARCH

EXPERIENCE

UX/UI WEB DESIGN & MEDIA MANAGEMENT | CONSULTANT

APRIL 2023-PRESENT

- Utilize UX skills like paper and digital wireframing, prototyping in Figma and information architecture to design useful and elegant website experiences
- Complete usability studies, user personas, competitive analysis, low and high-fidelity prototypes and mockups
- Collaborate and work closely with clients to design and launch fully responsive sites quickly and efficiently
- Solve client problems through research and communication with other designers

MARKETING MANAGER | MONARCH STAFFING

JUNE 2023-DECEMBER 2023

- Collaborated with the Owner and various teams to rebrand the company and create a new fully responsive website utilizing Squarespace
- Responsible for all social media accounts, and client and candidate monthly digital newsletters
- Aided sales team as well as recruiters with various projects as needed

MARKETING MANAGER | DELAWARE COUNTY COMMERCE CENTER (EDOB)

MARCH 2021-APRIL 2023

- Completed a full redesign and rebranding of the company website
- Created social media content and managed all social platforms
- Assisted in screening processes related to the CV19 business grants and new business grants
- Rebranded the Veteran Discount Program and collaborated with other departments on various programs as needed

MARKETING COORDINATOR | MONARCH STAFFING

JULY 2017-MARCH 2021

- Managed company brand by creating all digital content and print marketing
- Optimized monthly email campaigns, increasing the click through rate by 20%
- Assisted & collaborated with the President/CEO, recruitment team, sales team, and administrative team with multiple highly varied projects
- Created and managed the Corporate Social Responsibility initiative

EDUCATION

COURSERA

Google UX Design Specialization Certificate

PENNSYLVANIA STATE UNIVERSITY

Bachelor's Degree - Business Management and Marketing

Minor - Civic and Community engagement

DREXEL UNIVERSITY, GOODWIN COLLEGE OF PROFESSIONAL STUDIES

Nonprofit Management Certificate

