

carmen mcdonald

interactive design | email marketing | database segmentation

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AREAS OF EXPERTISE

interactive design

Most work viewed in my portfolio incorporates visual fluidity that is aesthetically pleasing as well as components of interactivity with the end user in mind. Striving for agility and compliance, I have experience designing websites and emails that degrade gracefully in any application.

email marketing

A strong understanding of SMTP and MIME, day-to-day responsibilities include managing all campaigns through the UAL proprietary MTA. Versed in content testing for purposes of marketing, retaining and acquiring, I have a proven success rate of launching revenue generating campaigns.

database segmentation

Extensive use of database augmentation tools, I provide internal teams as well as external vendors the appropriate audience targeting, waterfall reports, quality control of targeted members as well as details of launch reporting (delivered, bounce, opens, clicks and unsubscribes).

SELECTED ACCOMPLISHMENTS

Senior Campaign Producer – eCommerce Technology Department
United Airlines, Chicago, Illinois – **October 2008 – Present**

- Lead producer on promotional awareness campaign resulting in over 1 million participants and a 1% sale increase.
- Instrumental in the retention and expansion of one of the first travel products to be integrated under company merger.
- Appointed to serve as advisory to the interactive marketing design team on the re-design of email templates and style guide.
- Routinely query lists from databases while ensuring campaign messaging is targeted and distributed to intended audience.
- Perform daily initiation of data triggers that generate reporting for deep dive analysis of launched campaigns.
- Provide internal teams with pivot tables of intended audience members as quality control check of data augmentation.
- Optimize email campaign efforts and strategies using subject line, content and multi-variant A/B test scenarios.
- Proven success in high-volume delivery environment with 98% overall launch accuracy of 400+ million emails and 125+ campaigns.

Campaign Producer – eCommerce Technology Department
United Airlines, Elk Grove Village, Illinois – **February 2008 – October 2008**

- Produced web campaigns from start to finish, from creating HTML templates to developing tracking URLs for campaign analysis.
- Extensively used segmentation tools, mass deployment and content management systems including YESMail and ExactTarget.
- Implemented industry best practices for email marketing to maximize success and profitability of United marketing initiatives.
- Managed multiple client/business owner expectations and generated reports of campaign details and launch accuracy.
- Query members across numerous opts, ensuring ISP deliverability, authentication standardization and CAN-SPAM compliance.
- Created bi-monthly international marketing emails deployed to members in over 30 countries with 8 different languages.

Web & Graphic Designer – Marketing Department
Burrell Professional Labs, Crown Point, Indiana – **April 2006 – September 2007**

- Created mass web/email templates, solely managed client email database and eMarketing campaigns.
- Collaborated with Director of Marketing on B2B marketing strategies, industry research and program incentives for clients.
- Developed products, designed/coordinated national ad and direct mail campaigns that generated a 2% revenue growth/month.
- Spearheaded the redesign of company's web presence - improved graphical interface, usability, functionality and features.
- Ensured production/quality control on all print projects from press checks to PDF delivery within given deadline.

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SELECTED ACCOMPLISHMENTS

Web & Graphic Designer – Freelance (portfolio available at 120red.com)

120overRED, Chicago, Illinois – **October 2005 – February 2008**

- Communicated details of the design process and provided solutions that supported business goals based upon project scope.
- Supervised and collaborated with outside vendors to ensure consistency and quality of work on each project.
- Designed and re-designed websites and e-marketing campaigns to drive business and meet consumer needs.
- Incorporated interactive media across a variety of projects to enhance the online user experience.
- Client list includes Edelman, African Festival of the Arts, WVON, Chicago Public Schools and American Family Insurance.

TECHNOLOGY PROFICIENCIES

Operating Systems | Ubuntu (Linux) - MacOS - Windows/DOS

Server Systems | Apache Web server - MySQL Database - git

Graphics & Communication | Adobe Creative Suite (Photoshop - Illustrator - Indesign) - MS Office - Omnigraffle - Visio

Multimedia | Adobe Creative Suite (Flash - Dreamweaver) - Camtasia

Web Languages | HTML - HTML5 - XHTML - XML - CSS - CSS3 - working knowledge of javascript - jquery

Content Management | Drupal - Wordpress - working knowledge of Joomla

Email Platforms | Yesmail - Exact Target - UAL Loyalty

Campaign Management | MPACT - Basecamp - Affinium

PROFESSIONAL TRAINING

2011 | Yesmail Dynamic Content Training

2011 | Rails Bridge - Ruby on Rails Open Workshop

2011 | Online Instruction of javascript and jquery

2010 | MPACT Campaign Management Tool

2009 | Affinium Database Segmentation Training

2008 | Exact Target Platform Overview

PROFESSIONAL AFFILIATIONS

Chicago Interactive Design & Development | Chicago IA/UX | Chicago Graphic Designers Group | Chicago Online Marketing Group
Web 2.0 and Social Media Marketing | Email Marketing Group | eMarketing Association Network | Email Marketing Roundtable

EDUCATION

Illinois Institute of Technology, Chicago, Illinois

Master of Science in Information Architecture, 2012

Relevant Coursework

- Knowledge Management / Web Application Development
- Usability Testing (*illinoislegalaid.org*) / User Research & Persona Development

University of Illinois, Urbana-Champaign, Illinois

Bachelor of Science in Architecture, 2000

Academic Highlights

- Attended **Tongji University**, Shanghai, PRC - School of Architecture Study Abroad Program
- Awarded the William B. Bauhs Architecture Scholarship and the first ever Raymond A. Pigozzi Award