# **CAMERON MCBRIDE**

# Designer/Developer

### CONTACT EDUCATION

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Georgia Gwinnett College
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Aug 2010 - May 2017

#### **PROFESSIONAL SKILLS**

## Adobe Creative Cloud Web Technologies

After Effects LightRoom Bootstrap Javascript
Dreamweaver Photoshop CSS SASS

Illustrator Premiere Pro HTML

UX/UI Design CRM

Figma Pardot (email builder)

Salesforce Marketing Cloud (email builder)

Visual Studio Code

## **EXPERIENCE**

## **Dynamic Marketing Systems:**

## Contract Email Developer | Nov 2019 - Current

The Email Developer collaborates with the design team to implement custom email templates. This contract position leveraged testing methodologies to ensure quality and consistency for high priority clients.

- **IDE**: The emails were coded using visual studio code.
- Adobe Suite: All graphics were refined in Adobe illustrator to be embedded into email templates.
- **Testing**: Delivered tests through Litmus.

#### **Shepherd Center:**

#### Digital Media Specialist | Jan 2017 - Jun 2019

The Digital Media Specialist is responsible for coordinating and maintaining all web content for shepherd.org and related websites using a 3rd party CMS. The Specialist also curates and edits content for the Marketing and PR departments as well as collaborates with the online content specialist to support the organization mission.

- **Digital Media:** Leverage the Adobe Creative Suite to create and update images, graphics, video and motion graphics for use across a variety of marketing channels.
- **Email Marketing:** Utilized Pardot and Salesforce marketing cloud to create and refine email messages for marketing promotional materials.
- **Web Technology Customization:** Format design for email templates, webpage aesthetics and content delivery.
- **Publication:** Produce high quality styled booklets and printed materials for live events.

### **Shepherd Center:**

#### Support Analyst | Aug 2013 - Jan 2017

The support analyst is primarily responsible for providing front line support to Shepherd Center users. The support analyst also maintains technology availability for clinical and non-clinical staff as well as fulfilling department projects.

- **Incident response:** documented reported issues and escalated incidents to expedite solutions.
- **Hardware**: Provided hardware support and workstation installations.
- Operating Systems: Network installation of operating systems on company computers.
- AV Support: Fulfilled audio/visual requests in conference and meeting rooms and main auditorium.