

# KALLIE CHRISMAN

DIGITAL DESIGNER / DEVELOPER

## CONTACT

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## EDUCATION

**University of Missouri - Columbia**

Bachelor of Arts in Sociology and Information Science

**2010 - 2014**

## SKILLS

Web Design  
Web Development  
Wordpress Hosting  
Graphic Design  
Social Media Management  
Social Media Buyer  
Email Marketing  
Commerce Funnel Creation  
App Development  
Ecommerce Management

## SUMMARY

I am a qualified and professional digital marketer with 10 years of experience in digital marketing to include web design, development, social media and ecommerce as well as email marketing. I am a strong creative and possess analytical skills. I love working with a team but work independently very well.

## EXPERIENCE

### DIGITAL MARKETER

Tim Miles and Co. Private Contractor

#### 2017 - Present

- Handling social media management and strategy
- Crafting social media posts for Facebook, Instagram, and LinkedIn
- Managing social media ad campaigns across Facebook, Instagram, and LinkedIn for multiple clients simultaneously on all platforms
- Designing graphics for print media, signage, and postcards
- Developing landing pages for product/transactional funnels
- Overseeing the front and backend functionality of several ecommerce websites
- Designing bi-weekly business newsletters for 4 different businesses with a mix of informational and transactional content, including text and graphics

### WEB DESIGN, DEVELOPER AND SITE MAINTENANCE

Pixel Foundry HQ - Owner

#### 2014 - Present

- Design web sites with the target audience in mind
- Execute a user experience strategy for site design
- Set up the framework, theme, and graphic elements for the site
- Incorporate all necessary functionality based on customer requirements via Wordpress
- Develop basic SEO using keywords and meta data
- Address any coding, loading, or rendering issues for optimization
- Maintain updates and functionality for over 30 sites
- Utilize a dedicated server to host sites for improved response time and upkeep