

Lee Ann Meier

Education

Milwaukee Area Technical College | Milwaukee, WI | January 2009 – December 2010
Technical Diploma in Web Design | GPA 3.6

Edgewood College | Madison, WI | August 2000 – May 2004
Bachelor of Science in Graphic Design
Bachelor of Science in Art | GPA 3.2

Work Experience

Freelance Multi-Media Designer [April 2003-present]

Experience designing emails, websites, company logos, brochures, marketing materials, custom wedding invitations and announcements | Photography experience with family photos, senior pictures, engagement and wedding photos and also live local band photos | Videography experience in weddings, picture slide shows and producing local band videos

The LANG Companies [August 2015-August 2018]

Web Designer | *Waukesha, WI*

Design Management for email marketing campaigns for all customers | Lead and executed visual design and front-end development for e-commerce websites | Designed and implemented graphics & page content on all web pages | CMS catalog of products/data, including adding and maintaining new/obsolete products | Collaborated with Brand, Channel Marketing, Product Development, Customer Service, Supply Chain and Sales teams as needed to successfully drive e-commerce revenues and company initiatives | Assisted in Social Media Marketing | Maintained The LANG Companies corporate site | Digital photography of products for the web

Milwaukee School of Engineering (MSOE) [August 2010-July 2015]

Web Coordinator | *Milwaukee, WI*

Daily maintenance and updating of MSOE's Web pages that communicated with, supported and served various communities | Designed and built out new sites and pages | Assisted with recording audio/video on location | Digitally edited and prepared audio/video for distribution on the Web | Assisted in Social Media Marketing plan | Maintained external community | In charge of designing and implementing WMSE website | Assisted in promotions and marketing plan | Campaign management for Local/Live concerts on campus – including posters/social media/email/newsletter

BBC Imagewear [November 2008-November 2010]

Graphic Designer | *Milwaukee, WI*

Designed graphics and logos for t-shirts on consignment

Sign-A-Rama [October 2007-August 2010]

Sales and Design | *Milwaukee, WI*

Worked with clients to provide them with quality signs and graphics and a high level of customer service | Created logos and designs to suit the needs of each client | Collaborated with production team to ensure each installation or delivery was completed on time | Managed each of my own accounts from ideas, to products, to invoicing and customer satisfaction

Old Navy [June 2006-May 2007]

Customer Experience Manager | *Racine, WI*

Worked on visual marketing and presentation of an entire store | Gathered customer feedback and applied to the store based on wants and needs of customer base | Worked closely with a leadership team to motivate staff | Was in charge of hiring needs and scheduling

Best Buy [October 2004-June 2006]

Customer Service Supervisor | *Wauwatosa, WI*

Hired on as a customer service 'senior', promoted to supervisor after being with the company for six months | Won two banners within the department for being first in the district for customer service | Was in charge of scheduling and hiring for the whole store

Sam's Club [June 2001-October 2004]

Check-Out Supervisor | *Madison, WI*

Hired on as a cashier and promoted to check out supervisor after being with the company for three months | Responsible for hiring and scheduling

A and B Process Systems [June 1998-March 2001]

Graphic Design Assistant | *Stratford, WI*

Worked with graphic designer taking pictures in the field | Assisted in designing company brochures | Assisted in maintenance of company website

Professional Organizations and Leadership

Web and Digital Media Design Advisory Committee [MATC] - Advisory Committee Member

Metropolitan Milwaukee Association of Commerce [MMAC] - Networking Group

Business Networking International [BNI] - Networking Group - Secretary/Treasurer

Metropolitan Builders Association [MBA] - Sales and Marketing Committee - Women's Council - Women's Council Historian - Fundraising Committee

FUEL Milwaukee - Networking Group

Business Marketing Association of Milwaukee [BMA] - Networking Group

Skills

Proficient in Adobe Photoshop/Illustrator/Dreamweaver/InDesign/Flash, Quark Xpress, Flexi Design, Final Cut, iMovie, HTML, CSS, Content Management Systems (WordPress/Magento/dotCMS/Joomla/Drupal), Email Marketing Systems (Emarsys/MailChimp/Bronto) and Social Media Marketing. Growing knowledge in Search Engine Optimization, Google Analytics, PHP, MySQL, and Javascript. PC/Macintosh – Windows/Word/Excel/Powerpoint/Access