



## Melissa McDermott

Vineland, NJ, 08361

609.839.6982

[wildlotus@mail.com](mailto:wildlotus@mail.com)

<https://wildlotusmedia.com/portfolio>

A web designer and developer with over 7 years of experience turning designs into custom websites while providing custom growth solutions for business and brand owners.

### Skills

- HTML 5
- CSS / LESS
- Javascript / JQuery
- PHP / MySQL
- WordPress / Woocommerce
- Elementor / Visual Composer
- Bootstrap & Responsive Code
- Adobe Coldfusion
- Google Analytics / Tag Manger
- Speed Testing & Optimization
- Google Ads
- SEO / SEM
- WHM / CPanel
- Adobe Programs (Photoshop, InDesign, Dreamweaver, Illustrator)
- Microsoft Programs (Word, Excel, PowerPoint)
- Social Media Management
- Flexi-Sign / Vector Software

### Experience

#### **Wild Lotus Media - Owner**

**Jan. 12-Present**

I own my freelance design business called Wild Lotus Media, which started in 2012. I offer web and graphic design services, such as logos, flyers, posters, business cards and websites. I started on Facebook creating custom timeline covers to gain design experience. Over time, it grew into creating branding and digital marketing materials for a variety of small businesses. I maintain a handful of my clients' websites and monitor them to make sure they run smoothly. I also work with them regularly to make sure their digital assets are helping to improve their businesses.

#### **Scientific Marketing Solutions - Freelance Web Designer/Developer**

**Feb. 14-Present**

SMS is an advertising agency for B2B companies in scientific-related industries. I design and build new WordPress and Coldfusion websites from concept to completion, design and blast e-mail campaigns, and maintain and fix websites for current clients, which are hosted on their server. I also assist with pricing estimates and quotes. As of December 2018, I have been maintaining their ColdFusion server through Hostek and assisting with technical support including things such as e-mail management, problem solving and debugging web applications. I switched from a full-time employee to a freelance contract in Nov 2020.

#### **UCF College of Arts and Humanities - Web Assistant**

**Feb. 13-Nov. 13**

I helped in maintaining websites for the College of Arts and Humanities of the University of Central Florida. While working in the Dean's office, I worked with a small team of web designers and programmers to respond to various web requests from faculty and staff. I gained experience with PHP programming, databases, and the Yahoo User Interface library.



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### **SIGN\*A\*RAMA - Graphic Designer**

**May 13-Aug. 13**

I worked at a franchise sign company in Egg Harbor Township, New Jersey. I designed and assisted in the creation of signs, magnets, and banners of all shapes, material, and sizes. Working mainly with vinyl, I applied custom lettering to many materials, including vehicles. While being employed in the sign industry, I acquired the skill of working with business owners to create designs tailored to their needs.

### **Graphic Design Intern**

**May 12-Aug. 12**

I interned at Enchanted Celebrations, a small wedding company in Manahawkin, NJ. I designed wedding albums, which were later printed for clients. I created music slideshows and various graphics. I designed and coded an e-mail campaign with Aweber and made slight changes to their WordPress website. After the internship ended, I was contacted to be an independent contractor to design wedding albums on a weekly basis.

## **Education**

### **Bachelor's Degree- University of Central Florida, Orlando, FL**

**Aug. 09-Dec. 13**

I received my Bachelor's of Arts degree in Digital Media (specializing in Web Design) from the University of Central Florida. I participated in color guard for the Marching Knights during the 2010-2011 school year. I was actively involved with their photography and small business clubs.

### **High School Diploma- Oakcrest High School, Mays Landing, NJ**

**Sept. 05-June 09**

During my four years of high school, I played an active role in my student community. I had a 3.8 GPA. I was very highly involved in color guard, while attaining the role of captain during my senior year. I was also actively involved in National Honor Society, the dance program, Make-A-Move, and the art history program. I have also received High Honor Roll and Varsity Scholar multiple times.

## **References**

References available upon request.