

Kevin McCarry

2952 North Beachwood Dr.
Los Angeles, CA 90068

Email: kevinm81@gmail.com

Phone: 832-545-1442

Objective:

A challenging, creative position utilizing my web/graphics and coding expertise while contributing to your company's growth.

Work Experience:

Web Designer (Lead)
CPO Commerce, Inc.
Pasadena, CA
4/09 - Present

Responsibilities:

- Monthly promotion and site graphic changes across 30+ sites
- Enhancing site with new features using updated code
- Manage design team project queue and prioritize each task
- Communicate with brand managers to get ideas on how to effectively update site graphics and user flow
- Provide input on site design and user flow as we transition from a yahoo based store to the Demandware ecommerce platform
- Create site graphics and user flow for new branded sites we launch

Interactive Producer
Callaway Golf Interactive, Inc.
Austin, TX
3/08 – 4/09

Responsibilities:

- Credited with major design portion of www.prolinepreownedgolf.com from concept to implementation (wireframes, design layout, rollover effects, etc.)
- Develop strategies and messaging with team for marketing campaigns (Christmas, Mother's Day, etc.)
- Create landing pages and web banners to be used for marketing campaigns on Shop.CallawayGolf.com
- Design, develop, and deliver email newsletters for Shop.CallawayGolf.Com (approximately 240,000 consumers per send)
- A/B newsletter design sends for testing (click-through rates, open rates, conversion rates, etc.)
- Cross browser testing (i.e. Firefox, Safari, IE Versions 6 & 7)
- Manage ALL new products for launch to e-commerce web sites (Shop.CallawayGolf.Com, www.CallawayGolfVIP.Com, www.CallawayGolfShoppingSpree.Com, www.CallawayGolfOutlet.Com)

- Closed the gap between IT and marketing departments using Scrum agile project management methodology
- Daily site maintenance to improve accessibility and overall site quality

Summary of Growth for Shop.CallawayGolf.com from 2007 to 2008:

- Total revenue increase of nearly 42%
- Total unique visits up over 27%
- Total items sold up over 58%
- Total products on site up nearly 79%
- Orders from email newsletters up over 240%
- Conversion rate from email newsletters up over 64%
- Total email revenue up nearly 70%

Rewards:

Received "Golden Shovel" in May 2008 for excellent work and going above and beyond calls of duty to complete tasks. Only presented once per quarter.

Asst. Interactive Producer
Callaway Golf Interactive, Inc.
Austin, TX
6/06 - 3/08

Responsibilities:

- Creation and editing product images for use on multiple e-commerce platforms
- Created landing pages and web banners to be used for marketing campaigns
- Develop and deliver emails for bulk sends to Callaway Golf corporate email lists (Top-Flite, Ben Hogan, Odyssey, and Callaway Golf), new product announcements, staff player wins, etc. (from 1,100 - 650,000 emails)
- Cross browser testing (i.e. Firefox, Safari, IE Versions 6 & 7)
- Create print advertisements for www.CallawayGolfOutlet.Com and Shop.CallawayGolf.Com
- Manage new product readiness for launch to e-commerce sites (Shop.CallawayGolf.Com, www.CallawayGolfVIP.Com, www.CallawayGolfShoppingSpree.Com, www.CallawayGolfOutlet.Com)
- Daily site maintenance to improve accessibility and overall site quality

Rewards:

Promoted to Interactive Producer

Web/Graphics Designer
Bizopia, LLC
Houston, TX
7/04 - 6/06

Responsibilities:

- Creation and editing of web sites for clients
- Editing of audio and video for clients as per their requests
- Communicate directly with clients to meet their needs
- Logo Design
- Development of web templates for Bizopia

- Determining cost of projects on a per case basis

Rewards:

Placed Team Lead

Freelance Websites:

www.NewBraunfelsResorts.Com

www.NewBraunfelsCondos.Com

Education:

The Art Institute of Houston

Associate of Applied Science Degree

Multimedia & Web Design

1/02 - 3/04

Proficient in:

Photoshop, Illustrator, Flash, Fireworks, Dreamweaver, HTML & XHTML, CSS, Javascript, Microsoft Office, CMS (Vignette), Microsoft Commerce Server Bizdesk, Omniture (Site Catalyst)

Platforms:

MAC & PC

Familiar with:

Pro Tools, Macromedia Director, Adobe Premiere, JQuery, Final Cut Pro