

# Andy McMorrow

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amcmorrow.com

612.384.8959

Webmaster at Dakota Stones specializing in SQL Database reporting, analytics, and maintenance.

## Key Skills:

- Wordpress, HTML, CSS, SQL, 3dCart, Shopify, AdWords, Google Analytics, Data Studio Microsoft Access.
- Experience with QuickBooks Point of Sale, Microsoft SQL Server, MySQL, and Webgility.
- 15+ years experience with HTML, 10+ years with CSS.
- 10+ years with Adobe Creative Suite.
- 10+ years with Microsoft Office and Office365. Access and Excel are strong points.
- Experienced in SEO, SEM, AdWords and PPC marketing, Local Listings.
- Experienced in both PC and MAC.

## Work Experience:

### Dakota Stones, Edina, MN

*June 2019 – Present*

#### Web Master

- Running SQL database backups and maintenance.
- Running Daily, Weekly, Monthly, and Quarterly reports on Sales, Customers, Products, Inventory and Site Traffic.
- Maintaining and developing strategies to scrub existing databases for better data validation and optimization.
- Developing Marketing Strategies for Email and Customer Acquisition.
- Updating Dakota Stones, Goody Beads, and Twin Cities Bead Bazaar website and redesigning Goody Beads blog.
- Updating inventory in POS and SQL databases.
- Running promotions in 3dCart Ecommerce platform.

### Treasure Island Resort & Casino, Welch, MN

*January 2016 – June 2019*

#### Senior Digital Strategist

- Designed and Developed TICasino.com and implemented email marketing with Exact Target.
- Designed and maintained Google Display ads for entertainment acts and promotions for Treasure Island Casino.
- Digital Marketing, SEO, SEM, PPC campaigns, customer reviews on Facebook, Instagram, Google+, Yelp, etc.
- Designed and scheduled various digital media both in Casino and out including Highway LED signs.
- Edit video footage for various media including Facebook, Instagram, and Twitter.
- Managing Email campaigns and mailing lists using Exact Target.
- Designed and Coded Mount Frontenac Golf Course website.

### Matt's Moving Inc., South Saint Paul, MN

*September 2015 – January 2016*

#### Front-End Designer

- Optimized MattsMoving.com for mobile. Responsive design on Wordpress using Bootstrap and custom CSS.
- Designed and Coded CSS and PHP for custom theme pages on Matt's Moving website.
- Digital Marketing, SEO, SEM, PPC campaigns, Customer Reviews on Yelp, Google+, Yellow Pages, etc.
- Updated Matt's Moving local listings across the web, Google+, Yahoo Local, Bing, Yelp, Yellow pages, etc.
- Responsible for designing, organizing, modifying, and supporting Matt's Moving's computer systems.
- Managed Email campaigns and mailing lists.
- Developed Content strategies for social media, Facebook, Google+, Yelp, Matt's Moving Blog, etc.

## Ainsley Shea, Saint Paul, MN

*September 2010 – July 2011*

### **Front-End Web Developer**

- Coded and Developed Ainsleyshea.com website using Flash and Action Script 3.
- Coded and Designed several client websites using Wordpress, HTML, CSS, PHP, Photoshop, and Dreamweaver.
- Managed many aspects of the start up and branding of the company.
- Set up and maintained printers and all computer solutions for Ainsley Shea.
- Designed logos, brochures, fliers, websites, interactive presentations, business collateral for many clients.
- Worked with developers to create database driven websites.
- Coded and maintained several sites and helped with design and layout.

## Dakota Stones, Edina, MN

*April 2007 – September 2010*

### **E-Commerce Web Developer**

- Coded, Designed and Developed Dakotastones.com Ecommerce site using 3dCart CMS, HTML, CSS and PHP.
- Responsible for designing, organizing, modifying, and supporting Dakota Stones' computer systems.
- Designing and installation of LANs, WANs, Internet and intranet systems, and network segments.
- Administration of company email.
- Setup of automated and manual company backups.
- Implementing and maintaining a Point of Sale for the company using QuickBooks POS.
- Managing the physical inventory process.
- Managing customer databases and product databases with over 10,000 line items each.
- Uploading and creating product listings, product descriptions, and meta-tags.
- Photographing products.
- Maintaining and writing strategic content for Dakota Stones blog and social media sites.
- Creating weekly email campaigns including copy writing and content generation.
- Creating ads for print in multiple Bead Industry Magazines.
- Traveling to trade shows as a Sales Associate.

## Education:

### **Brown College**

*April 2004 - March 2006*

- Associate of Applied Science Degree in Visual Communications with an Emphasis in Multimedia
- Graduated with Honors March 2006