

Andy McMorrow

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Overview: Intensely curious, lifelong learner and creative web developer interested in getting the job done efficiently and thoroughly with a keen eye for detail.

Key Skills:

- CMS and Ecommerce platforms including Wordpress, Shopify, 3dCart.
- Data Reporting using Google Analytics, Data Studio, SQL, Access, Visual Basic, Bootstrap, JQuery.
- 15+ years experience with HTML, 10+ years with CSS.
- 10+ years with Adobe Creative Suite, Photoshop, Illustrator, InDesign, Animate, Premier, AfterEffects.
- Strengths in Microsoft Excel with advanced formulas and data connections.
- Experienced in SEO, SEM, AdWords and PPC marketing.
- Janus, Venus 1500, Brunswick, Speedmedia, Exact Target, Carmanah digital media platforms.
- Experienced in both PC and MAC.

Work Experience:

Dakota Stones, Edina, MN

April 2007 – September 2015; July 2019 - Present

E-Commerce Web Developer

- Re-platforming Dakotastones.com to a responsive theme on 3dCart.
- Responsible for data collection and reporting for Sales, Customers, Product churn, and Site Traffic.
- Currently working to migrate the company ERP and all websites to Shopify and Netsuite.
- Responsible for designing, organizing, modifying, and supporting Dakota Stones' computer systems.
- Administration of company email.
- Implementing and maintaining a Point of Sale for the company using QuickBooks POS.
- Managing the physical inventory process.
- Uploading and creating product listings, product descriptions, and meta-tags.
- Photographing products.
- Maintaining and strategizing content for Dakota Stones blog and social media sites.
- Creating weekly email campaigns including copywriting and content generation.
- Creating ads for print in multiple Bead Industry Magazines.
- Traveling to trade shows as a Sales Associate.

Treasure Island Resort & Casino, Welch, MN

January 2016 – June 2019

Senior Digital Strategist

- Designed and Developed TICasino.com and implemented email marketing with ExactTarget.
- Designed 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.
- 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 startup and branding of the company.
- Set up and maintained printers and all computer solutions for Ainsley Shea.
- Designed logos, brochures, flyers, 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.

Education:

Brown College

April 2004 - March 2006

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