

Dannie Conner

Chicago, IL | designerdannie@gmail.com | dannieconner.com

SKILLS

Web Design:

- HTML
- CSS
- Wordpress
- Elementor
- Unbounce
- Squarespace
- SEO
- Domain transfers
- Redirects
- Adobe Dreamweaver

Digital Marketing Software:

- Mailchimp
- PostUp
- Salesforce
- Litmus
- AdButler
- Google Analytics

Graphic Design:

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects
- Adobe Premiere Pro
- Vector Design
- Logo Design

SOFT SKILLS & STRENGTHS

- Excellent attention to detail and a strong eye for aesthetics and visual composition
- Passion for staying updated on emerging design trends, technologies, and best practices in the digital media industry
- Ability to multitask, meet deadlines, and adapt to evolving priorities in a fast-paced environment

PROFESSIONAL EXPERIENCE

Digital Healthcare Designer, Arrowfly (formerly WTWH) November 2021 - Present

- Designed sponsored digital content, including [white papers](#), [research reports](#), [survey eBooks](#) and [custom series programs](#). Created supporting promotional assets such as social media graphics for LinkedIn and Facebook, Unbounce landing pages and email marketing initiatives
- Designed branding packages for events and awards, including logos, PowerPoint templates, signage, promotional assets and sponsor recognition graphics
- Managed monthly ad changeover placements on email and website platforms, including ROS display ads and wallpaper placements. Monitored and tracked ad performance, providing regular reports to sponsors. Implemented A/B testing strategies to optimize ad effectiveness and maximize click-through rates
- Developed internal branding guidelines and process documentation to streamline design workflow. Created and maintained a library of templates in InDesign, Illustrator, Photoshop, and Unbounce

Web Designer, Homegrown & Heartstrong Consulting August 2020 - October 2021

- Developed and launched six fully responsive websites with a user-friendly interface, enabling clients to perform independent updates
- Managed online newsletter subscribers and implemented email marketing sequences, resulting in a substantial increase in client registrations for online courses

EDUCATION

Bachelor of Science, Purdue University Graduated with Honors

- Major: Web Programming & Design
- Major: 3D Computer Animation

PORTFOLIO LINKS

dannieconner.com
www.linkedin.com/in/dannie-conner