Wendy A. Barnes

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Graphic Design | Web Development | E-Commerce and Social Media Management

BACKGROUND SUMMARY

Accomplished, energetic and creative project manager with diverse set of skills in digital development, ecommerce / social media management and graphic design. Prolific and unique career consistently attaining high levels of productivity and successful results, regardless of the project, resources and timeline. Highly self-motivated. Recognized for a proven ability to assess and resolve problems quickly and efficiently. Characterized as a dynamic, engaging and motivational partner and team leader. Expansive knowledge of the Catholic community and market.

KEY AREAS OF EXPERTISE

• Project Management • Graphic Design • Web Design, Development & Content Management
• Analytics and Reporting • E-Commerce and Social Media Management • SEO • SEM • Video and Audio
• Email Marketing and Promotion • Social Media Integration• Analytical Problem Solving
• System Administration and IT • Training & Development • Team Leadership and Motivation

SOFTWARE AND TECHNOLOGIES

• Adobe Creative Suite • Final Cut Pro • Photography and Video Production • Google Apps for Business
• Microsoft Office • Wrike for Project Management • Act-On • Mailchimp • Survey Monkey
• Social Media Platforms and Integrations • Google Analytics and Web Master Tools
• Google Custom Search • HTML • XML • CSS • Javascript • API's • Github • Magento • Wordpress
• Joomla • Apps and platforms include Limelight, Uberflip, Yudu and Wistia • Data Management • ERP

PROFESSIONAL EXPERIENCE

Liguori Publications Liguori, MO October 27, 1981 - Present

Digital and Creative Services Manger, September 2016 – Present

E-Commerce Manager, June 2014 – August 2016

Digital and Web Project Manager, August 2012 – May 2014

Senior Graphic Designer, 1995 – July 2012

Digital and Creative Services Manager Role and Accomplishments

Manage the production of all print and digital projects and marketing collateral. Responsible for scheduling and deadline management. Within 6 months, reformed the department and broken processes. One-hundred percent success rate in meeting deadlines since assuming the role. Completed a redesign of ***Liguorian*** Magazine within 30-day time frame. Manage content, graphics and administration of two ecommerce websites, and four Wordpress sites. Responsible for all creative direction, manuscript editing, and design. Collaborate with off shore teams to maintain and develop web apps. Support IT and facilitate training of new staff members in digital technologies.

E-Commerce Manager Role and Accomplishments

Manage web projects including e-commerce site development and management to drive visitation and increased revenue. Engage in multi-department collaboration with team members regarding enhancements to optimize user experience. Manage internal and external projects of content and graphics; create plans and design standards to increase efficiencies and timeliness of project delivery. Devise campaigns and strategy to increase conversion. Provide analytics and reporting.

- Managed successful build and launch of e-commerce sites in collaboration with internal and off-shore teams
- Team leader for acquisition of product line with respect to digital and web technologies. Achieved goal to complete project on time and on budget within a 60 day timeframe which included the development and launch of a subscription-based website and video platform.
- Managed and directed ugrade, migration and redesign of ecommerce platform in 2015-2016.

Digital Project Manger Role and Accomplishments

Managed production, development and completion of all digital graphic and web-based products including web sites, e-books, videos, the digital edition of two magazines and a video streaming service.

- Created specifications and requirements for all web apps and digital projects: prototypes, storyboards and wireframes. Facilitated user acceptance testing.
- Collaborated with Marketing and ECommerce to develop and create integrated social media and email campaigns.
- Served as technical advisor for corporate tools and resources.
- Launched first digital edition of flagship magazine for subscribers.
- Facilitated the build launch of video streaming service.
- Content editor and graphic designer for websites. Responsible for the redesign several Wordpress sites. Produced and designed all digital and print Marketing collateral and advertising. Performed video editing and created staff training videos.

Senior Graphic Designer Role and Accomplishments

Lead designer for all products and product lines, print and digital. Collaborated with editorial and marketing to create concepts and prototypes for high-profile products and collateral. Designed monthly magazine and other periodicals. Directed photo shoots and contracted illustrators. Trained staff members in the use of Adobe software and Mac hardware. Served as mentor for creative associates. Served as staff photographer and videographer. Maintained product archives and template libraries. Expert in typography. Developed style guides for book interiors and other serial products. Design portfolio can be found here.

- Redesigned corporate logo and rebranded company to clarify and better represent the mission and vision.
- Served as creative director for the several redesigns of flagship magazine
- Developed the concept of a prayer book for victims of breast cancer: *Pink Prayer Book*, which became a best-seller.

EDUCATION

Current status: in pursuit of Bachelors Degree of Fine Arts.

- Webster University
- St. Louis Community College
- Odin Project

VOLUNTEERING AND CONTRIBUTIONS

Committed Lay Missionary of the Congregation of the Most Holy Redeemer. Served on the North American commission for Partnership in Mission from 2004 – 2009.

Active member of Lindenwood Park Neighborhood Association Communications Committee.

Auxillary member of St. Louis Hills Neighborhood Association Marketing Committe.

Web Developer and content manager for the David R. Francis (Francis Park) Memorial website.

Breakout Speaker at 2014 Association of Catholic Publisher