



# Madie du Plessis

<web> | +graphic<sub>+</sub> Designer

Expertise in Competitively Positioning Brands, Products, and Services

## PERFORMANCE SUMMARY

Successfully started up a boutique freelance web/graphic design business that focuses on corporate branding and marketing assets for a diverse range of small businesses and larger organizations. Clients range from local Georgia businesses, to across the United States, including several international clients based in South Africa. Client base represents electricians, plumbers, landscapers, solar water heater panel manufacturer, airport security, lawyers, concrete/pavement contractors, accountants, automotive, restaurants, jewelers, and women’s organizations. Thrives in a collaborative team environment as well as an individual contributor.

## CORE COMPETENCIES

Website Development, Graphic Design, Collateral and Promotional Design, Communications, Domestic and International Marketing, Strategic Brand Planning, Project Management, Trade Show Marketing, NetSuite Marketing/ Web Design Consultant, Cross-Functional Collaboration, Team Leadership

## PROFESSIONAL EXPERIENCE

### FREELANCER

**MADIE DU PLESSIS GRAPHIC DESIGN, CUMMING, GA** 2011 - Present

*A boutique freelance web/graphic design business handling domestic and international clients.*

### Website Design/Development

- Collaborated with clients, from concept to implementation, using an in-house design specific questionnaire to formulate their website’s technical functionalities, site design and user experience, resulting in branding differentiation.
- Balanced imagination with solid technical skills to lead the design, development, deployment and maintenance of corporate and small ecommerce websites from mockups to going live.
- Actively managed and utilized external content writers to produce content development specific to clients’ needs.
- Created email templates and web landing pages for clients’ online marketing campaigns.
- Created and worked directly with clients in establishing highly visible Facebook ad campaigns with accompanying web landing pages, that optimized user engagement and contributed to brand loyalty and customer retention

### Corporate Branding Concepts and Marketing Materials

- Gained an understanding of clients’ business models, assessed their needs and created quality designed marketing materials that met strategic business goals.

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## SKILLS

### TECHNICAL SKILLS

Mac OS / Windows OS

HTML5 / CSS3

Bootstrap.js

SASS.css

WordPress Design/Development

WIX Design/Development

Constant Contact

MailChimp

Prezi

Social Media Accounts

Visual Studio Code

GIT / GITlab

Adobe Photoshop CC

Adobe Illustrator CC

Adobe InDesign CC

Adobe Dreamweaver CC

Adobe Acrobat Pro

Adobe Experience Design

MS Office Suite & Outlook

NetSuite Marketing Engine

NetSuite Suite Commerce Advanced

## EDUCATION

Bachelor of Fine Arts

(Graphic Design)

Sanford-Brown College, Tampa, FL,

Summa Cum Laude

GPA 3.98

Dean’s List every semester

- Highly skilled in Adobe Creative Suite in creating eye-catching logos, letterheads and envelopes, business cards, e-signatures, brand style guides, sales decks, postcards, flyers, brochures, academic and fiction book cover designs, company profile PDFs, trade show banners and booths, invoices, NCR forms, social media templates and other promotional media (t-shirts, bags, pens, etc.).

## **NETSUITE MARKETING/WEB DESIGN CONSULTANT**

**TRIBRIDGE, ATLANTA, GA**

*April 2016 – Nov 2017*

*Tribridge, a DXC Technology company, specializes in end-to-end business management software, services and cloud solutions.*

- Tapped by management to transition all corporate and marketing assets with new corporate branding.
- Developed a series a pre-sales and pre-launch questionnaires to assist the sales and implementation teams in projecting the scope of a SuiteCommerce Advanced (SCA) website project.
- Interacted heavily with the client to determine exact requirements of the design and user experience expectations for SCA projects, and developed design style guides accordingly, as well as technical requirement documents (TRDs).
- Created, modified, and extended HTML/CSS templates within the SCA architecture using said style guides and TRDs as guidelines.
- Spearheaded the Atlanta NetSuite User Group, from its inception in 2013; lead quarterly board meetings to discuss topics, logistics, meeting details, etc. and liaised with outside NetSuite third-party vendors to present their products.
- Designed custom HTML email templates and executed marketing campaigns in NetSuite to advertise upcoming user group meetings and handled incoming RSVPs.
- Authored an internal quarterly NetSuite practice newsletter, using custom HTML email templates in MS Outlook.
- Collaborated with Marketing Manager on developing all NetSuite related marketing campaign assets including Omnichannel infographic to nurture marketing, custom NetSuite awards logo, and custom graphics for corporate sales decks in MS PowerPoint.

## **NETSUITE BUSINESS CONSULTANT - Website/Graphic Designer**

**NCOMPASS, DULUTH, GA**

*July 2011 - April 2016*

*B2B consulting organization specializing in ERP, CRM and Omnichannel software sales and implementation services to distribution, professional services and manufacturing verticals.*

- Hired to help create and establish their corporate presence within the NetSuite ecosystem through the creation of business cards, e-signatures, letterhead, presentation folders, custom NetSuite award logos, tradeshow booth and banner graphics.
- Hired to redesign, update content, develop and maintain the Ncompass corporate website, using WordPress as a content management system (CMS).
- Partnered with the Marketing Manager and established a lead generation program across company vertical markets utilizing Adobe Creative Suite for white papers, data sheets, infographics, sales decks, and magazine ads resulting in increased revenues.
- Managed and bolstered company visibility as a NetSuite solution provider by creating all digital marketing programs including e-marketing campaign templates, HTML landing pages uniquely targeted for qualified leads; developed custom online web forms hosted in NetSuite and embedded these on landing pages.
- Researched and prequalified leads to ensure higher conversion rate in campaign efforts.

## **PRO BONO COMMUNITY SERVICES**

Perform design work logos, t-shirts, flyers, etc. for churches and non-profit organizations – including a non-profit cultural organization for South Africans in the U.S.