

Adlai Allred

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SKILLS/TRAITS

WEB/DESIGN

HTML (HTML 5)
CSS (CSS 3)
JavaScript
jQuery
Google Services and Apps
CMS Experience (Wordpress, Magento)
Frameworks (Bootstrap, Materialize, etc.)
Microsoft Office
Photoshop/Premiere Pro
Canva

Non-Technical

Management Skills
Client Interaction/Customer Service
Communication
Teamwork
Resourcefulness
Ability to multitask
Desire to learn new things
Elastic Email Marketing Software
Yext SEO
Pipedrive CRM

WORK HISTORY - WEB RELATED

Oasys Sports: Charlotte, NC
Technology Specialist
Project Manager Role

December 2019 - Present

- Help manage multiple long-term tech projects such as implementing new features to our platform
- Manage and delegate tasks to web developers such as tasks in long term projects or urgent fixes
- Act as intermediary between developers and account managers when there is an issue with a client's website that can't be fixed by myself or the account manager

Graphic/Web Design Role

- Create eye-catching graphics for use in internal/external marketing materials and on websites
- Edit and manipulate images for marketing materials and websites
- Plan and design layout, color scheme, graphic and image use, and any other website design elements with account managers and clients
- Use a proprietary CMS to implement design changes

Webmaster Role

- Publish new websites and take them "live"
- Add SSLs to all new websites and add them to existing sites that don't have them
- Purchase, edit, and forward domains for clients

IT Role

- Perform IT functions (Network maintenance, new employee PC setup, troubleshooting, etc.)
- Communicate with 3rd-party vendors to solve issues when needed (network outages, server issues, etc.)

Marketing Role

- Craft plans to effectively market clients using a variety of different tools (Elastic for email campaigns, Yext for search engine optimization, Photoshop and Canva for flyer and email design)
- Create copy tailored to each individual customer's needs for emails, websites, and other marketing materials
- Communicate with client regarding execution of plan

BrandRPM: Charlotte, NC

April 2017 - October 2019

IT Specialist/Web Specialist

- Help maintain a variety of company websites through CMSs such as Magento and Wordpress
- Edit and update Magento themes that are used for different e-commerce storefronts
- Edit and update content in Magento and Wordpress
- Create reports from Magento to extrapolate sales data (customer information, customer orders, products, etc.)
- Perform IT functions (PC maintenance, new hire PC setup, troubleshooting, etc.)

Fulfillment Supervisor

- Manage the fulfillment department and make sure fulfillment orders are picked, packed, and shipped on time
- Oversee and manage larger fulfillment projects/orders
- Manage employees by assigning tasks on a daily basis that go beyond their regular duties
- Manage inventory used for Fulfillment customers using Fishbowl Inventory software
- Work with other departments such as screen printing and embroidery to ensure items that customers order are produced correctly and delivered on time

Freelance Web Development/Design

September 2014 - Present

- Use tools (Design tools, CSS Frameworks, jQuery scripts, etc.) to design and develop websites
- Learn and research new web development/design and UI/UX trends and tools
- Keep up to date on design, color, and typography principles
- Consult and work with clients to design and develop websites that best represent the client's desires

Matthews Presbyterian Church: Matthews, NC

May 2015 - May 2016

Administrative Assistant/Office Manager

- Design maintenance and content management on church website using Faithwebsites CMS
- Head of day-to-day administrative duties for a church with 400+ members
- Answer a multi-line phone system and direct calls to the appropriate staff member
- Maintain the church database of members using ACS software
- Create (using Microsoft Publisher), maintain, and print the church bulletin, announcement sheet, and weekly newsletter on a risograph

First Uniform: Charlotte, NC

September 2011 - August 2013

Administrative Assistant

- Update and edit content of company's website through a proprietary CMS
- Administrative duties; place customer orders; answer customer questions;
- Update order statuses; place orders with manufacturers
- Implement customer service through a mobile retail store that specializes in medical uniforms.

EDUCATION

West Virginia University, Morgantown, WV - B.S. in *Sport Management*
2007