SHANNON KELLY

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Strategic Digital Marketing & UX Design Leader

With almost 20 years of professional experience, I have progressed from a designer to a strategic leader in UX and marketing. My expertise lies in transforming complex data into compelling narratives that elevate customers' voices while ensuring alignment with business objectives. I thrive in collaborative and forward-thinking work environments while leveraging dynamic tools to drive impactful marketing strategies and enhance user experiences.

EXPERIENCE

OVERDRIVE Garfield Heights, OH

Marketing Digital Strategist II | 11/2023 - Current

I align business objectives with deep user experience subject matter by creating integrated digital marketing strategies. Reporting directly to the Chief Marketing Officer (CMO), I am responsible for developing strategic briefs, performance reports, and workflow documentation. These deliverables are subsequently presented to executive team members and key organizational stakeholders. I specialize in leading and collaborating with design, development, research, and marketing teams to deliver optimized digital marketing funnels and user journeys across OverDrive's web properties.

UX Digital Strategist II | 09/2021 - 11/2023

I created strategies for A/B testing and website user flows, provided guidance to design and development teams, monitored performance, and improved optimization. I collaborated with stakeholders to establish goals that meet user needs, delivering high-quality results aligned with business objectives.

UI Designer II | 09/2019 - 09/2021

I applied quantitative research methods to improve the user experience of our marketing websites. By synthesizing usability testing, survey results, analytics, heatmaps, wireframing, prototyping, and a/b testing, I created optimal user experiences that increased conversion rates.

Core Belief Award 2020 *"We believe in long-term, trusted relationships."*

UI Designer I | 04/2018 - 09/2019

I collaborated on redesigning website interfaces to enhance the user experience on marketing websites and landing pages. Using quantitative data, I analyzed user patterns and employed prototyping software to create and test prototypes rapidly with users.

FATHOM Valley View, OH

CRO Specialist | 09/2017 - 04/2018

Using integrated marketing strategies, I optimized landing pages using various testing and measuring techniques to increase conversions for clients and help them achieve their business goals. These include UI design best practices, assessments, audits, analysis of website traffic data, split-testing, heat mapping, and implementing "smart" light-box (modal pop-up) technology.

Senior Visual Designer | 08/2015 - 09/2017

I created visual content and marketing materials for agency clients, such as infographics, social media images, whitepapers, banner ads, and landing pages. My work helped drive engagement, channel growth, and increase brand awareness.

EDUCATION

KENT STATE UNIVERSITY

Kent, OH | 10/2022-08/2024

Master of Science User Experience Design

THE ART INSTITUTE OF PITTSBURGH

Pittsburgh, PA | 2002-2005

Bachelor of Science Multimedia and Web Design

CARROLLTON HIGH SCHOOL

Carrollton, OH | 1999-2002

High School Diploma

VMV MANAGEMENT Copley, OH

- **Director of Design and UI** | 11/2012 - 07/2015
  As a design leader, I created website and landing page iterations, product labels, print materials, booth displays, web banners, and email marketing advertisements as part of our marketing strategies. I also played a crucial role in establishing several subsidiary brands and providing training to new design team members to ensure consistency.

  2013 Employee of the year

KNOTICE Akron, OH

- **Production Artist** | 01/2011 - 10/2012
  As a design and email marketing team member, I developed HTML email advertisements and newsletter templates for Fortune 500 clients. I utilized client direct mail pieces and style guides to craft high-converting email advertisements within Knotice's in-house CRM software, Concentri.

RJ MATTHEWS COMPANY Massillon, OH

- **Internet Specialist** | 11/2005 - 06/2009
  I was responsible for updating the e-commerce database with new products and ensuring that inventory, pricing, product images, and descriptions were accurately maintained within the content management system. I also played a crucial role in designing and building HTML product pages and crafting email advertisements for various sub-brands. Additionally, I provided valuable support to the graphic design team by assisting with product photography and editing product images for our websites, catalogs, and promotional materials.

PROGRAMS & PLATFORMS

A/B & Usability Testing, Personalization
Digioh, UserTesting.com, Userlytics, Loop11, UserZoom, Optimize 360 (Sunset), VWO

Analytics and Site Performance
Google: Analytics(GA4), Tag Manager, Pagespeed Insights/Lighthouse

CMS & CRM
WordPress, ContentStack, Hubspot, Saleforce

Collaboration, Project Management & Productivity
Figjam, Miro, Mural, Jira, Confluence, Slack, Zoom, Microsoft: Word, Excel, Powerpoint, SharePoint & Teams

Design Software
Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Dreamweaver

Heatmapping & Screen Recording
SmartLook, Crazy Egg, Microcoft Clarirty, Hotjar & Lucky Orange

Prototyping & Wireframing
Figma, Axure, Adobe XD & UX Pin

Search Engine Optimization
Google Keyword Planner & Search Console. Moz, SEM Rush, Ahref, Screaming Frog SEO Spider

Surveys & Forms
Formstack, Google Forms, Alchemer, Survey Monkey

SKILLS

- A/B Testing & Iteration Strategy
- Content Hierarchy & Strategy
- Conversion Rate Optimization (CRO)
- Digital Marketing Strategy
- Email Marketing
- Information Architecture
- Personalization Strategy
- Process Documentation
- Project Management
- Public Speaking
- Search Engine Optimization (SEO)
- Social Media Marketing
- Traffic Analytics & Site Audits
- User Experience (UX) Research & Testing
- User Interface (UI) & Visual Design
- Wireframing & Prototyping
- Web Accessibility Audits

Additional experience, certifications, awards and recommendations available on LinkedIn.