ALEX McGUIRE

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Visual Designer + Illustrator
Passionate about science and information accessibility

RECENT EXPERIENCE

Marketing Manager | Keller Williams Greater Seattle | Seattle, WA — July 21- Present
- Develops content marketing strategy for *RealTrends500* and *RealTrends Billionaire Club* real estate company
- Responsible for generating top-of-funnel lead capture and all visual content output
- Metrics since Q4 2020: Total website traffic increased 113%, social traffic increased 42%, search engine conversions increased 60% year over year, and web leads increased 28%
- Builds brand recognition by optimizing existing content for SEO, procures backlinks, and press coverage
- Leads all marketing initiatives such as content development, press schedule, marketing budget, and day-to-day projects
- Establishes analytic metric tracking and evaluates content performance
- Favorite project: Redesign of company branding and website

Marketing Operations Specialist | Keller Williams Greater Seattle | Seattle, WA — Sept 20 - July 21
- Creates and executes SOP on internal/external communications, produces all company marketing assets and collateral, audits performance metrics against long-term company goals, and advises accordingly
- Collaborates with stakeholders to design exceptional value in company's offerings -- increasing broker retention 31%
- Favorite project: Redesigning and expanding our email campaigns -- increasing warm leads and complete conversions

Marketing Communications Specialist | Western Neon | Seattle, WA — April 19 - Nov 19
- Builds and curates company blog, social accounts, PR, digital marketing campaigns, outreach, and events
- Metrics Q1 through Q3: Total website traffic increased 155%, search engine conversions increased 40%, direct traffic increased 97%, referrals increased 83%, and social traffic increased 70%
- Favorite project: Documenting projects for annual industry competition and getting company awarded *Best in Show* *f*or the first time since 2011

Freelance Designer + Writer | Alex McGuire Design | Seattle, WA — May 16 - Present
- Clients include Amazon, Intentionalist, USDA, ISU College of Agriculture and Life Sciences, Future For Us,
- Creates assets including graphic elements, technical illustrations, and editorial illustrations for UX/UI and branding
- Collaborates with internal teams and acts as consultant to complete milestones early around end-user experiences

SKILLS + SOFTWARE

Illustration	Content Strategy	Visual Development	Adobe Photoshop	Smartsheet	Mailchimp
Graphic Design	Project Management	Copy Writing	Adobe Illustrator	Wordpress	Pipedrive
UX/UI Design	Print Design	Video Editing	Adobe InDesign	Invision	Sendible

EDUCATION

Biological/ Pre-Medical Illustration
minor in English

Iowa State University | Bachelor of Arts
- Courses focused on life sciences with an emphasis on translating complex concepts into visuals for a variety of audiences
- Illustrator and Lab Assistant in Entomology Insectary assisting PHD students studying invasive species related to agricultural output