Dave McMillan
Senior Creative Manager

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Professional Summary

Transforms creative visions into digital solutions with over a decade of experience in web design, development, and e-commerce. Specializes in optimizing websites to boost user experience and business growth. Expert in web solutions and SEO, driving impactful and innovative online presence. Contributed to 30% annual revenue growth at Boat Hoist USA and expanded the creative team from 2 to 9 members.

Employment History

Senior Creative Manager │ BH-USA, Longview, TX — **Sept 2023 – Present**

- Develop creative strategies and ensure alignment with business goals.
- Manage and mentor the creative team, ensuring timely delivery of high-quality work.
- Oversee the creative process, manage projects, and control the budget for cost-efficient production.

Web Developer │ BH-USA, Longview, TX — **Jan 2021 – Sept 2023**

- Design and maintain responsive websites for optimal performance.
- Test and debug across browsers and devices for a consistent user experience.
- Collaborate on design, optimize performance, and manage security, content systems, and databases.

eCommerce Manager │ BH-USA, Longview, TX — **Dec 2015 – Jan 2021**

- Create and execute eCommerce strategies to drive sales and track performance.
- Manage website functionality, user experience, and digital marketing efforts.
- Oversee product listings, inventory, and order fulfillment, while analyzing data and optimizing customer experience.

Education

Associate of Applied Science, **Web Design & Development Technology**
Texas State Technical College — Jan 2022 - Aug 2023

Awards and Certificates

2023 SkillsUSA Nationals 5th Place – *Web Design and Development*
Board of Regents – *4.0 Career GPA*

Skills

- **Basics:** HTML, CSS, JavaScript, PHP, SQL, Apache, Bootstrap, Sass, and Python.
- **Frameworks:** Django, jQuery, Vue, Angular, Laravel, NodeJS, Express, MongoDB, and ReactJS.
- **Content:** Adobe XD, Wireframing, Prototyping, Web Flow, Figma, GitHub, and Stacks Overflow.
- **Content Management Systems:** WordPress, Shopify, cPanel, and Amazon Vendor Central.
- **Marketing**: Search Engine Optimization, Google Merchant Center, Analytics, and Ads.
- **Software:** Microsoft Office, Adobe Creative Suite, Visual Studios, Azure, and others.
- **Leadership:** Team Management, Content Writing, Conflict Resolution, Project Management.
- **Additional:** Digital Marketing, Branding, Social Media, Graphic Design, and Print Marketing.