DAVE MCMILLAN

SUMMARY

Dynamic leader with a proven track record at Boat Hoist USA, elevating sales revenue and user engagement through strategic SEO, innovative web development, and effective team management. Expert in web design and adept at fostering collaboration, I significantly boosted productivity and online visibility, demonstrating exceptional strategic thinking and design leadership.

EXPERIENCE

Creative Manager, 09/2023 - 02/2025
Boat Hoist USA - Longview**,** TX

- Managed creative division for Elite Electric Products, Ultimate Dock Products, and Boat Hoist USA, resulting in a twofold increase in annual sales revenue.
- Managed end-to-end web development workflows alongside graphic and web design projects that enhanced audience engagement.
- Coordinated creative projects from start to finish, maintaining alignment with strategic objectives.
- Tracked performance metrics across multiple channels to gauge success of campaigns.
- Researched competitive landscape to ensure unique positioning within the marketplace.
- Monitored project progress and managed timelines for completion of projects.
- Trained new employees on responsibilities, agency procedures and client guidelines.
- Used Adobe Photoshop and Adobe Illustrator to create variety of graphic designs.
- Translated marketing objectives into creative strategies, designs and plans.

Web Developer, 01/2021 - 09/2023
Boat Hoist USA - Longview**,** TX

- Enhanced site functionality and user engagement by 50% through developing and maintaining websites with Vue, Laravel, and WordPress.
- Tested cross-browser compatibility for websites and applications in Chrome, Firefox, Safari, Opera and Internet Explorer.
- Conducted code reviews to ensure development standards and best practices were followed.

CONTACT

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SKILLS

- Design leadership
- Concept development
- Creative direction
- Brand strategy
- Social media strategy development
- Project management
- User experience
- Revenue generation
- Advertising campaigns
- Marketing analytics
- Design management
- Budget administration
- Website optimization
- Application debugging
- Web development projects
- Website analytics tools
- Code version control
- Troubleshooting
- Content management systems
- Proficient in AngularJS and VueJS
- Proficient in Bootstrap and Tailwind
- Web performance optimization

- Implemented SEO best practices to improve website visibility and search engine ranking.
- Implemented responsive design techniques to ensure optimal viewing experience across multiple devices.
- Utilized Git for version control, facilitating team collaboration and project tracking.
- Completed design projects to meet budget, equipment, performance and legal requirements.
- Managed website deployment and maintenance, including troubleshooting and performance optimization.
- Provided technical support in resolving customer issues related to web development projects.

ECommerce Manager, 12/2015 - 01/2021
Boat Hoist USA - Longview**,** TX

- Designed and implemented effective search engine optimization strategies to boost traffic to the site.
- Provided technical support related to e-commerce issues such as order processing or product availability inquiries.
- Planned, created and executed digital marketing campaigns using various tools such as Google Ads Manager or Facebook Ads Manager.
- Planned and implemented site content updates, merchandising of newly launched products, integrated campaigns and promotions.
- Resolved customer complaints regarding sales and service.
- Developed a comprehensive e-commerce strategy to increase online sales.
- Conducted market research and reported on competitors.
- Collaborated with web developers and designers to create an intuitive layout for the website.
- Optimized existing landing pages by utilizing A and B testing techniques.

EDUCATION

Associate of Applied Science, Web Design and Development Technology, 08/2023
Texas State Technical College - Waco

CERTIFICATIONS

- Google Analytics
- Google Search Ads
- Google Display Ads
- Google Video Ads

REFERENCES

References available upon request.

- CSS
- PHP
- HTML
- JavaScript
- SQL
- Design, layout, and typography
- Mobile web design
- User-centered design
- Campaign branding
- Web accessibility
- Online marketing integration
- Email design
- Responsive design
- Website structure
- Budget planning and allocation
- Cross-channel marketing
- Content marketing management
- Brand development strategy
- Email marketing strategy
- Mobile marketing techniques
- Search engine optimization
- Pay-per-click campaigns
- Conversion rate optimization
- Market research analysis
- CRM system management
- Landing page optimization
- Product management
- Storefront creation
- Marketing
- Inventory management

AWARDS

- 2023 SkillsUSA Texas Web Design Silver Medalist
- 2023 SkillsUSA National Web Design 5th Place
- Board of Regents

SOCIAL MEDIA

- https://www.linkedin.com/in/hooksetdeep/fac
- https://www.facebook.com/hooksetdeep