

Dave McMillan

Creative Manager

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Education

Associates of Applied Science
Web Design & Development Technology
Texas State Technical College

Certification

PHP Developer
Texas State Technical College
Issued: 08/2023

Web Developer
Texas State Technical College
Issued: 06/2023

Front End Designer
Texas State Technical College
Issued: 12/2022

Pre UI/UX Dev. Comm.
Texas State Technical College
Issued: 09/2022

Google Ads Display
Google
Issued: 01/2019

Google Ads Search
Google
Issued: 01/2019

Google Ads Video
Google
Issued: 01/2019

Google Ads Analytics
Google
Issued: 01/2019

Awards

Silver Medalist
2023 SkillsUSA Texas Web Design Competition

5th Place National Finalist
2023 SkillsUSA Web Design, National Level

Board of Regents Honoree
4.0 GPA, Academic Excellence

Profile Summary

Web-focused Marketing Manager with 10+ years of experience blending front-end web development (HTML, CSS, JavaScript, Vue.js) with digital marketing and e-commerce strategy. Specializes in WooCommerce and WordPress development, UI/UX design, SEO, and conversion optimization. Proven track record driving growth through data driven strategies, multi-channel campaigns, and brand development. Skilled in Google Analytics, CRM platforms, PPC, and creative production using Adobe Creative Suite.

Professional Experience

Marketing Manager | East Texas Carports - Longview, TX 03/2025-Present

- Developed and led integrated marketing strategies to increase brand awareness, drive customer acquisition, and generate revenue growth across B2B and B2C channels in the metal building sales industry.
- Directed content creation, including video marketing and visual storytelling, to support product launches, enhance brand presence, and engage customers via social media and digital platforms.
- Planned and executed digital marketing campaigns on social media (Facebook, Instagram), email, and paid advertising platforms (Google Ads), optimizing performance and increasing conversion rates through data-driven strategies.
- Managed website development, UI/UX design, and conversion rate optimization on WordPress, applying SEO best practices and utilizing Google Analytics to enhance user experience and maximize marketing ROI.
- Collaborated with sales, creative, and development teams to ensure aligned messaging, optimize website sales, and drive cohesive marketing strategies that support business objectives and customer engagement.

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

- Creative Direction & Brand Leadership - Led creative strategies for eCommerce website design and development, aligning brand identity with user experience (UX) goals, and driving sales conversions through innovative visual storytelling and design.
- Web Design & User Experience (UX/UI) - Directed the design and development of a seamless online experience using WooCommerce and WordPress, enhancing customer engagement, supporting e-commerce growth, and optimizing the customer journey for boat lift sales.

Key Skills

Web Design
Graphic Design
HTML5
CSS3
JavaScript
Vue.js
PHP
WordPress
WooCommerce
MySQL
SEO
Search Engine Optimization
Google Analytics
Google Ads (AdWords)
A/B Testing
Responsive Web Design
UX/UI Design
Front-End Development
Content Management Systems
CMS
Content Management
Data Analysis
Google Merchant Center
Web Analytics
Adobe Creative Suite
Wireframing & Prototyping
WCAG
Web Content
Accessibility Guidelines
Tailwind CSS
UX Research
Keyword Research Tools
Python
Project Management
Team Leadership
Communication
Collaboration
Problem Solving
Data-Driven Decision Making
Creative Direction
Client Relations Management
Analytical Skills
Customer Acquisition
Time Management
Conflict Resolution
Critical Thinking
Attention to Detail
Adobe XD
Figma
Shopify
Wix
Webflow
Chrome Development Tools
Git
Bitbucket
Visual Studio Code
API Integration
Plugins
Webhooks
Product Management
Google Search Console
PageSpeed Insights
Google Trends
KWFinder
Email Marketing
Social Media Marketing
User Testing
Google Admin
Troubleshooting

- Performance Analytics & Optimization – Leveraged Google Analytics, SEO, and conversion rate optimization (CRO) strategies to monitor and improve website traffic, product visibility, and sales, ensuring data-driven decisions for maximizing revenue.
- Cross-Platform Campaigns & Digital Marketing – Managed and executed paid search advertising (Google Ads), email marketing, and social media campaigns, ensuring consistent brand messaging across all channels to drive product awareness and customer acquisition.
- Creative Project Management & Team Leadership – Led cross-functional teams in developing and launching creative assets (product images, videos, website content), ensuring timely delivery and maintaining high standards for design and brand consistency across the eCommerce platform.

● Frontend Web Developer | Boat Hoist USA - Longview, TX 12/2021-09/2023

- Front-End Web Development – Developed and maintained responsive, high-performing interfaces using HTML5, CSS3, JavaScript, and Vue.js within WordPress/WooCommerce, supporting 70,000+ product SKUs.
- Responsive Design Implementation – Executed mobile-first design principles and optimized layouts using flexbox and media queries to ensure consistent performance across all devices.
- UI/UX Design & Prototyping – Designed user-centric interfaces through wireframes, mockups, and interactive prototypes in Figma and Adobe XD, improving usability and conversion flow.
- Cross-Browser Compatibility Testing – Conducted detailed testing and debugging across Chrome, Firefox, Safari, and Edge to maintain visual and functional consistency statewide.
- Performance & Speed Optimization – Boosted page load times using lazy loading, minified code, compressed assets, and SEO-optimized markup, aligning with Core Web Vitals and WCAG standards.

● E-Commerce Manager | Boat Hoist USA - Longview, TX 12/2015-01/2021

- E-Commerce Strategy & Optimization – Spearheaded e-commerce initiatives, driving revenue growth through SEO, paid advertising, and conversion rate optimization, resulting in increased visibility and sales across platforms like Amazon Vendor Central and Overstock.
- SEO & Digital Marketing – Led the development and execution of SEO strategies, optimizing product pages to improve search engine rankings, drive organic traffic, and increase product visibility on the website, Amazon Vendor Central, and Overstock.
- Digital Advertising Management – Managed and optimized Google Ads and PPC campaigns, increasing ad performance, ROI, and targeted traffic to key product listings on the website and Amazon Vendor Central, enhancing overall sales and customer acquisition.
- Product Merchandising & Content Strategy – Directed product merchandising and content management efforts, ensuring product pages were optimized for conversion, and led promotional campaigns and product launches across Amazon Vendor Central and Overstock to increase engagement and sales.
- Cross-Functional Collaboration & Analytics – Collaborated with UX/UI designers, web developers, and marketing teams to create a conversion-optimized website, while using Google Analytics and A/B testing to refine strategies and improve the customer experience on both the website and third-party platforms like Amazon Vendor Central and Overstock.