

Mary-Anne Wike

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Contract Design 2000-Present

Web Development & Design

Sylva, Asheville, Greensboro, & Raleigh & Wilmington, NC

- CFC Resources and Support site, wncdesigns.com, Environmental Inc., SACPC, Camp Kirkwood, Bounce Parties & Games, Play Nation of Wilmington, Power of Play,
- SEO & keyword strategy
- Mobile optimized site development
- WordPress proficient
- Web and Social Media Marketing
- Google Analytics, Google Data Studio, Google Trusted Streetview, Maps, Location, Business management
- Database Management
- API management and application integration
- CMS Training & IT Support

Content Design and Production

- Graphic design work for website templates with proficiency in Adobe Creative Suite
- Design of social media content, promotional mailers, gift certificates, flyers, & brochures.
- Advertising, marketing research, product development, presenting Product demonstrations, & sales.
- Proficiency using Campaign Manager, Constant Contact, Infusionsoft and MailChimp email marketing software.
- Cross marketing for social media platforms and web, Facebook developer
- Photography - Digital format work with Digital SLR Camera, Certified Google Trusted 360 Photography

Professional Experience 2000-Present

Western Carolina University - Coulter Faculty Commons

Cullowhee, NC

2018-Present (*Educational Technologist*)

- LMS support for Faculty and Staff at WCU
- Faculty consultations, workshop development, NFO support and lead departmental support workshops.
- Integration and ongoing support of Blackboard Building Blocks and LTI
- Panopto advanced admin support with backend admin access
- WCU brand alignment within Blackboard and other CFC supported digital resources.
- WordPress affiliate site super admin, support for faculty and affiliate sites
- Development of CFC Resources site with additional development of Quick Start Guides for Blackboard and LMS tools.
- Analytic and data reporting
- Collaboration with CFC Educational Development team to initiate and execute digital strategies in support of best practices, ADA Compliance, and faculty support.
- Graphic design work, print layout & format work, and audio/video editing using Adobe Creative Suite.

Harris Regional Hospital/Swain Community Hospital/Haywood Regional Medical Center Church
2015-2018 (*IT-Design Specialist*)

Sylva, NC

- Management of all websites, intranets and social media platforms for: Harris Regional Hospital, Swain Community Hospital, Haywood Regional Medical Center, Harris Medical Group, Swain Medical Group, Blue Mountain Urology, Haywood Family Practice - Canton, Haywood Medical Associates, Haywood Surgical Associates, Haywood Thoracic and Vascular, Haywood Women's Medical Center, Mountain Medical Associates, Mountain Pediatric Group, Mountain SpineCare, Waynesville Family Practice, Western Carolina Cardiology, Western Carolina Orthopaedic Specialists
- Complete Intranet re-development, design and maintenance for Harris Regional Hospital, Swain Community Hospital & Haywood Regional Medical Center.
- Maximize use and functionality of the organization's intranets, patient portals and physician referral lines.
- Management of data collection and analytics relevant to all media platform
- HTML, CSS, Java, and PHP.
- Collaboration with marketing department to initiate and execute digital strategies in support of the organization's strategic plans.
- Logo management, graphic design work and video editing with Adobe Creative Suite.
- Management of interdepartmental employee directory information, physician directory and online provider search.
- Print/digital campus map creation
- Online forms (pdf driven and CMS driven using file management within CMS)
- Execution of software and apps for use with hospital and community partnership programs; online tracking system in collaboration with ChallengeRunner for use with the hospital wellness programs in the community.
- Implementation of strategic objectives for multiple departmental and service line tactical strategies.

- Banner designs and graphic design work on all website pages using Adobe CS within multiple CMS platforms.

Professional Experience
2000-Present
(cont.)

Saint Andrews-Covenant Presbyterian Church
2013-2015 (*Media Coordinator*)

Wilmington, NC

- Graphic Layout work in Adobe Creative Suite and Microsoft office suite for print/web ads
- Database management and integrations with ACS People Suite and AccesssACS
- Website development & design work /editing
- Social Media coordination
- Organize and implement email campaigns through Constant Contact, MailChimp and ACS people
- Photography work for website and business development.
- Data Entry/Excel; Database management
- Assistance to staff and members with media and communication tools
- Weekly layout and print work with newsletter, bulletins and PowerPoint Presentations.
- Graphic layout work for all media (brochures, programs, cards, etc.)
- Audio/Video editing work in SoundForge Studio for audio editing

HeadSTRONG Athletics

Wilmington, NC

2010-2013 (*Admin Assistant*)

- Graphic Layout work in Adobe Creative Suite and Microsoft office suite for print/web ads
- Database work in Mindbody, I-am-Rainmaker, & EZ Operator for facility accounts and clients.
- Website design work and editing including Photography work for website and business development.
- Updates to business Facebook page
- Organize and implement email marketing campaigns through Infusionsoft and I-Am-Rainmaker
- Data Entry, Excel
- Assistance with special events and other programs

Wike Operations Inc.

Wilmington & Sylva, NC

2007-2009 (*Administrative support*)

- Data entry, Sales/Customer Service for Water Treatment Operations, Accounting
- Customer service-fielding contractor needs including daily deposits and payables

Smoky Mountain Retreat (*Assistant Manager – Rental Department*)
2004-2006

Maggie Valley, NC

- Multi phone line operation, Data entry for Log package sales department (Access), Sales/Customer Service
- Accounting, Bookings for rental dept., track expenses, computer skills including specialized rental software.
- Ability to pick up any computer program quickly (10 years of experience)
- Customer service-fielding rental department needs including daily deposits, payables, and reporting
- Design work for multiple departments (design work in Adobe Creative Suite)

Contract Mobile Marketing 10/2000- 8/2003

Portland, ME

Pierce Promotions and Event Management

Ignition Inc.

Traffic Media Group

Market Source

Philadelphia, PA

Cranbury, NJ

Gillette Passion Venus in Motion Tour 2002-2003

Field Market Manager (Eastern and Midwestern US)

Assistant Field Manager

- Cross country mobile marketing in Venus Gillette wrapped vehicle
- Display demonstrations, interactive activities and coupon distribution
- Event preparation and product execution.
- Daily/weekly reporting and staff management

Capri Sun Island Refreshers Campus Tour 2003

Field Market Manager (Boston, New York, Pittsburgh)

- Inventory, reporting and staff management

AT&T; Real Cheese, Nissan, & Reynolds Wrap

Promotional Event Staff (Chapel Hill, NC & various locations in New Jersey)

- Promotion/sampling for local calling plan on various college campuses throughout New Jersey
- Sporting events promotion including giveaways for in NC

Skiwatch.com

Field Assistant Market Manager (Western, US)

- Major Event Promotions in wrapped vehicle including: giveaways, sampling, raffles, and ski competitions. A prize wheel

was used for general prize giveaways.

Education:	2003 <i>Jewelry Design</i> 2003 MJSA Scholarship award recipient	Fashion Institute of Technology	New York, NY
	8/1994-2/1997 <i>Interior Design/Fine Arts</i>	University of NC-Greensboro	Greensboro, NC

Computer Skills:

- HTML, CSS, MySQL, JavaScript
- Adobe Creative Suite
- Blackboard, Panopto, Campaign Manager, Constant Contact, MailChimp, Infusionsoft, Mindbody, AccessACS, ACS People Suite, I-am- Rainmaker, EZ Operator, and Eventbrite.
- Website development-Sites including: CFC Resources and Support, WNC Rides, *Environmental Inc.*, *SACPC*, *Camp Kirkwood*, *Bounce Parties & Games*, *Play Nation of Wilmington*, *Power of Play*
- WordPress, CMS development and UX
- OmniUpdate
- API
- Strong ability to pick up computer programs and software quickly

Design portfolio and website development available at: wncdesigns.com