

# MICHELLE HICKEY



DESIGN & DIGITAL MARKETING

[www.designsbymichellehickey.com](http://www.designsbymichellehickey.com)

## CONTACT

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## CERTIFICATIONS

Google Analytics

Google AdWords

## APPLICATIONS

### Adobe

Photoshop

Illustrator

InDesign

After Effects

Dreamweaver

Acrobat

### Digital

Kentico

BatchGeo

HotJar

Webflow

AdWords

Google Analytics

### Microsoft

PowerBI

PowerPoint

Excel

Word

### Social

Hootsuite

Facebook

LinkedIn

Yammer

## EXPERIENCE

### BECTON DICKINSON

*January 2018 - Present*

#### Digital Marketing & Communications Specialist

Manage the global consolidation of multiple legacy digital platforms and systems, emphasizing on driving company wide product detail normalization and standardization for improved product catalog scalability and performance.

#### Responsibilities include:

- provide leadership and direction to company wide product information management and data mapping strategy, with emphasis on marketing SKUs, specifications, product content, digital assets, and compliance
- manage project communication and coordination of content consolidation, digital asset migration, and associated platform retirement work streams across business units, regions and functions
- identify digitally untapped global tenders and markets and engage countries and regions with procedures to execute relevancy opportunities for increased globalization
- analyze and audit competitive landscape, web analytics, customer feedback to measure the effectiveness of site changes and identify opportunities for improvement
- partner with regulatory, sales, supply chain and strategic customer groups to drive digital marketing effectiveness across channel and portfolio
- understand current trends, opportunities, competition and assessment of customer buying journey to properly adjust and strategize engaging content for growth

### C. R. BARD, INC.

*April 2016 - January 2018*

#### Digital Marketing & Communications Specialist

Executed the implementation of a global product database with connection to the company on-line catalog:

[crbard.com/product-search](http://crbard.com/product-search). In addition, managed digital initiatives, creative strategies and corporate branded communications and social networks.

#### Legacy includes:

- Lead the development and execution of a global product database and on-line product catalog, housing over

## SKILL-SET

Data Visuals	
Taxonomy	
Data Mapping	
Branding	
Communications	
CSS	
HTML	
Photography	
Typography	
Infographics	
Presentations	
Trainings	
Documentation	
XML	

- 13,000 product SKUs and associated marketing attributes and assets for over 8 countries across all businesses
- Implemented a single Content Management System housing over 25 global and division sites on one domain, harmonizing the company web presence and minimizing the technical footprint
- improved social media profile engagement by 45% over one year via targeting philanthropic and social health initiatives and leveraging targeted ad campaigns
- conducted global user trainings and courses through documentation manuals highlighting process flows on several internal systems
- coordinated with global technical, regulatory and marketing functions to adhere and comply to company, industry and government (ie. FDA) regulations
- developed photography, infographics, branding materials and other digital assets, furthering the digital reach and aligning with market trends
- negotiated contracts and SOWs, saving over \$20,000 in on-line publishing vendor fees

### **C. R. BARD, INC.**

*October 2014 - April 2016*

#### **ITS Design & Communications Consultant**

Developed internal communications solutions with attention to enhancing creative and engaging content.

#### **Legacy includes:**

- implemented the first global video live-streaming solution for executive presentations and internal announcements and communications
- designed, developed and maintained several internal change management SharePoint Collaboration intranet sites and communication portals
- elevated messaging channel branding and usability through creative elements and expanding digital communication offerings
- created, reviewed and distributed monthly technical and healthcare business focused newsletters

### **ANSELL**

*October 2014 - October 2017*

#### **Graphic Design & Communications Freelancer**

Provided healthcare based communication and design services via branded presentation materials, infographics, package design, landing pages and email campaigns.

### **SOFRADIR-EC**

*October 2014 - December 2016*

#### **Graphic Design Freelancer**

Created and designed data sheets, brochures, splash screens, and plexis displays for eletro-optics business.

## EDUCATION

School: Fairleigh Dickinson  
University - Madison, NJ  
Major: BA - Graphic Design  
Minor: Advertising & 3D Animation  
GPA: 3.83

Assistant Women's Soccer Coach  
2014 - 2015