

Abby Chronister

WEB DESIGNER

- PHONE
816 596 5124
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arc9393@gmail.com
- HOME
Independence, MO



• SOCIALS & SITES

Portfolio: bleumingtails.com/arc-portfolio/
Social 1: linkedin.com/in/abby-chronister/
Social 2: facebook.com/bleumingtailsrattery

• CERTIFICATIONS

Google AdWords
Hootsuite Platform Certification

• SKILLS

WordPress
Elementor
HTML / CSS
InDesign
Photoshop
Illustrator
After Effects
Dreamweaver
PC / Mac OS
Microsoft Office Suite
Outlook
Teams
BeeFree / HubSpot
Time Management
Project Management
Interdepartmental Collaboration
Print Design
Web Design

• MORE FREELANCE

iFocus
April 2022, December 2023, February 2024
Jamie Howard for Missouri
June 2023
Creative Circle
June - August 2019
Clover Carolina's Critters
September 2019

• SUMMARY

Creative and detail-oriented Web Designer with 7 years of experience in designing visually stunning and user-friendly WordPress with Elementor websites. Proficient in HTML, and CSS, with a strong focus on responsive design and user experience. Successfully collaborated with cross-functional teams to manage and deliver projects on time, resulting in a 17% increase in hits. Experienced in email marketing and the email builder platforms HubSpot and BeeFree.

• EDUCATION

B.F.A. in Graphic Design 2017

University of Central Missouri
The only National Association of Schools of Art and Design accredited Graphic Design program in Missouri.

M.S. in Digital Management Projected Fall 2024

Arkansas State University
An advanced degree that focuses on managing communication avenues in mass media and online environments.

• WORK EXPERIENCE

Web Designer 2020-Present

Promotional Media Designer 2017-2020

Sosland Publishing Company / 4801 Main St Suite 650, Kansas City, MO 64112

- Managed and executed company website overhaul to see a 17% increase in hits, and 30% increase in visit duration via WordPress with Elementor.
- Delivered services as web designer, developer, application manager, and webmaster, acting as project manager for platform transition.
- Supervised and trained three employees on digital content creation and platforms.
- Built and managed twenty-five company-branded websites via WordPress with Elementor Pro, ePublishing, and HTML/CSS/Javascript.
- Collaborated with cross-functional teams to conceptualize and wireframe new and existing publication and event websites.
- Creation of print, and digital ads as well as social media posts.

Freelance Web Designer 2023-Present

VNJ Law / 9237 Ward Pkwy Suite 100, Kansas City, MO 64114

- Collaborated, designed, pitched, and executed a local Kansas City law firm's website overhaul in WordPress with Elementor.
- Manages ongoing website support, updates, and blog content uploads.

Founder 2017-Present

Bleuming Tails Rattery / 1222 E 25th St S, Independence, MO 64055

- Directed social media and digital marketing strategy to promote brand awareness, guest retention, engagement, and reputation to grow a niche social media presence to 1,614 Facebook and 406 Instagram followers.
- Manages ongoing website and social media support and post creation.

