

Julie Donovan

Strategic Web Designer | SEO Specialist | Digital Marketing Professional

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Summary	Strategic Web Designer SEO Specialist Digital Marketing Professional Creative and results-driven web designer and marketing professional with experience developing high-performing websites and marketing strategies. Combines technical web skills with strategic marketing, SEO, branding, and content creation to build websites that increase visibility, generate qualified leads, and help businesses grow. Experienced in creating responsive, SEO-optimized websites while developing comprehensive marketing strategies that align with business goals. Passionate about helping small businesses establish a strong online presence through thoughtful design, search engine optimization, and strategic communication.
Skills	- WordPress, Divi, Elementor, Squarespace - Figma, Canva, Procreate - SEO, Local SEO, Content Marketing, Keyword Research, Copywriting, Landing Page Optimization - Google Analytics, Google Search Console, Google Business Profile, Rank Math SEO, Yoast SEO - Cross-Channel Marketing Strategy & Design
Education	Plymouth State University August 2018 - May 2021 MBA in Strategic Marketing Management Plymouth State University September 2013 - May 2017 BA Professional Communications, Marketing Weymouth High School September 2009 - June 2013 Arts Department
Certifications	Google Search Ads Professional (2026) ID: 191334860 Google Analytics (2026) ID: 191334860

Experience

Tradewind Marketing

February 2025 - August 2026

Web Designer & Developer

- Designed and developed custom websites for businesses across various trades using WordPress, Divi, Elementor, Squarespace, HTML, CSS, and JavaScript.
- Collaborated with designers, marketers, and clients to deliver responsive websites that aligned with brand identity and business objectives.
- Implemented SEO best practices including page optimization, metadata, performance improvements, accessibility enhancements, and mobile responsiveness.
- Customized themes, layouts, and website functionality while ensuring strong user experience across desktop and mobile devices.
- Assisted with digital marketing campaigns, website maintenance, and ongoing optimization to improve search rankings and user engagement.
- Develop local SEO strategies for businesses including construction, landscaping, and other home-service industries, targeting relevant geographic and service-based search terms.

Maven Design & Development

April 1, 2024 - Ongoing

Junior Web Developer

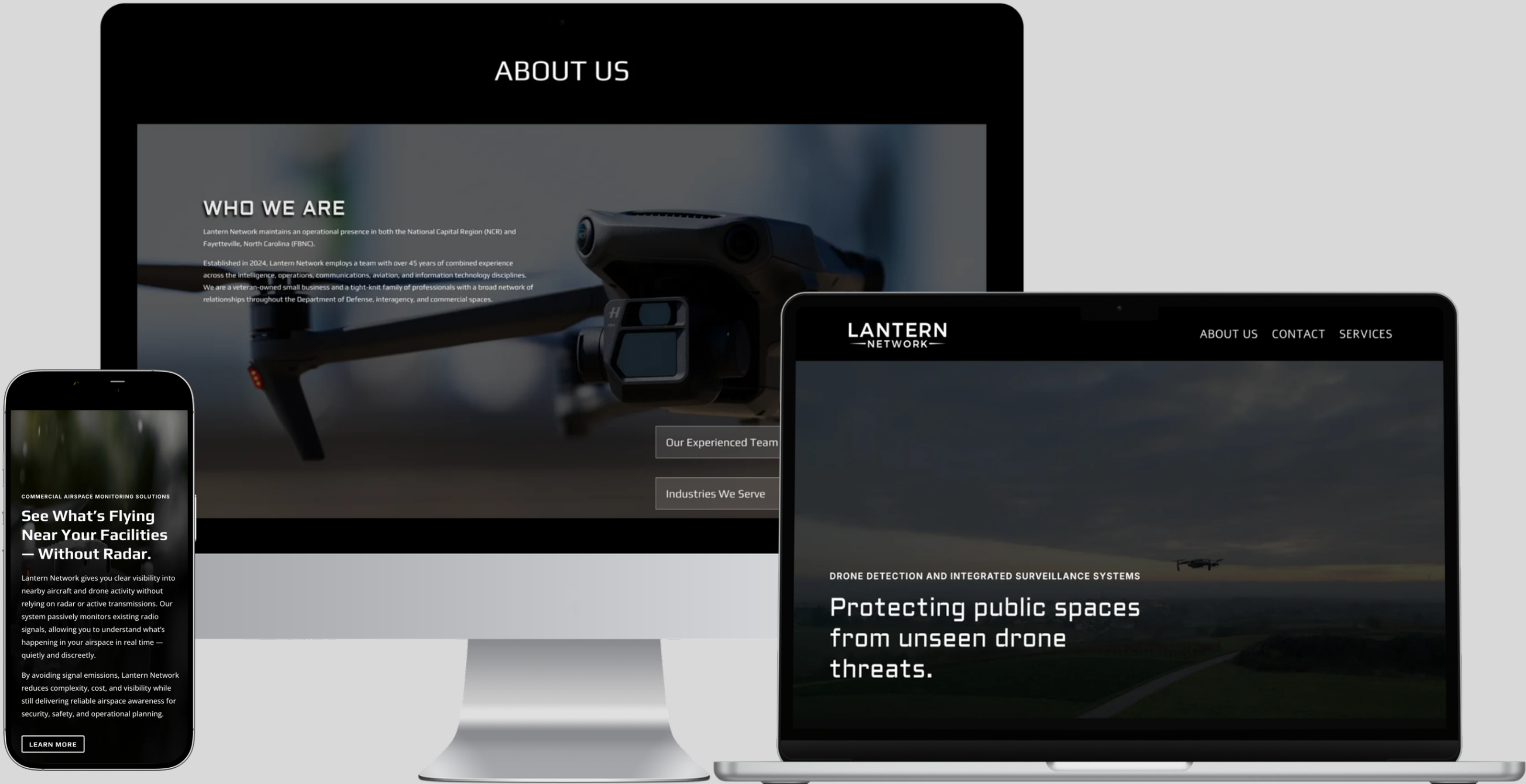
- Assisted in developing custom WordPress websites and maintaining client websites.
- Built responsive page layouts and custom functionality using HTML, CSS, JavaScript, and WordPress.
- Worked alongside senior developers to implement website enhancements, troubleshoot issues, and improve performance.
- Gained experience in collaborative development environments while learning industry best practices for modern web design and development.

Donovan Communications & Marketing

June 2023 - Ongoing

Freelance Web Designer & Digital Marketing Specialist

- Provide freelance web design, SEO, branding, and digital marketing services to startups and small businesses, with a focus on local and service-based businesses.
- Work directly with business owners to understand their goals, identify opportunities, and develop digital solutions that support visibility, credibility, and lead generation.
- Design and develop responsive, SEO-focused websites using WordPress, Divi, Elementor, Squarespace, and custom HTML/CSS.
- Create strategic website structures, service pages, landing pages, and calls-to-action designed to guide visitors toward inquiries and conversions.
- Conduct keyword research and on-page SEO including metadata, content optimization, internal linking, schema markup, and website structure.
- Develop website copy, blog content, and content strategies that communicate a business's value while supporting organic search visibility.
- Create cohesive brand identities including logo design, visual direction, website design, and marketing collateral.
- Apply a strategic communication approach to website messaging, user experience, branding, and content to ensure each element supports the client's broader business goals.
- Manage projects independently from initial discovery and strategy through design, development, optimization, and client delivery.



Summary

I worked closely with Lantern Network to translate their innovative technology into a clear, professional brand experience. I helped define their visual direction, organized complex information into an intuitive website structure, and created a digital presence designed to support credibility, growth, and future opportunities.

Scope of Work

- Responsive Website Design
- Content Organization & Messaging
- Technical Product Storytelling
- Digital Presence Strategy
- Print & Digital Design
- Video Pitch Deck
- Brand Guide Development
- Developed Logo Variations
- Keyword Research & SEO Optimization
- Ongoing Marketing & Socials
- Brand strategy & Visual Direction
- Website strategy & UX planning

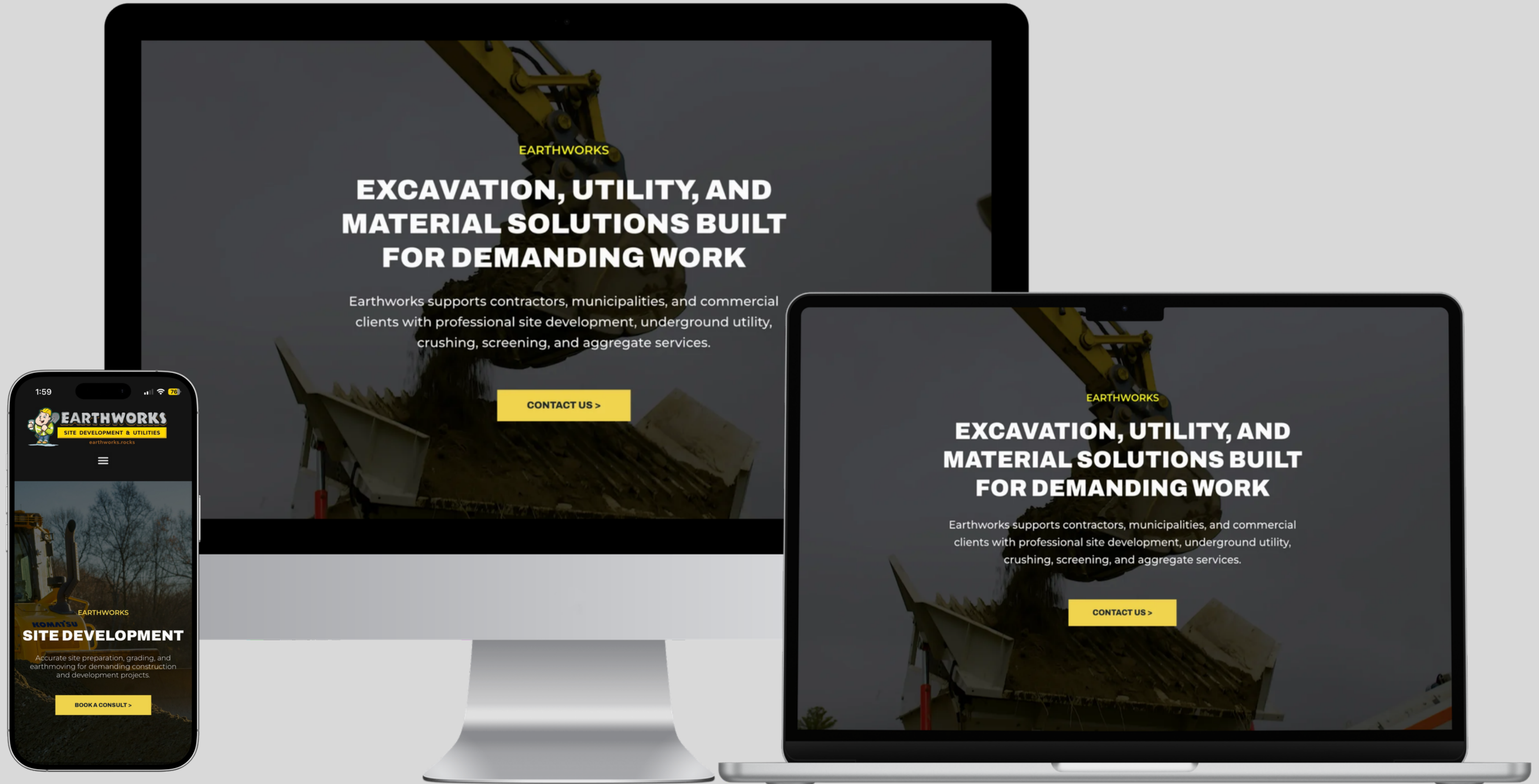


Summary

I designed and developed a modern website that improved how Suchocki & Son communicates its services online. I focused on creating a professional digital presence that clearly explains their offerings, and showcases their past projects to build customer trust and encourage inquiries.

Scope of Work

- Website Design & Development
- Copywriting
- Keyword Research
- SEO Optimization
- Responsive Design
- Mobile Optimization

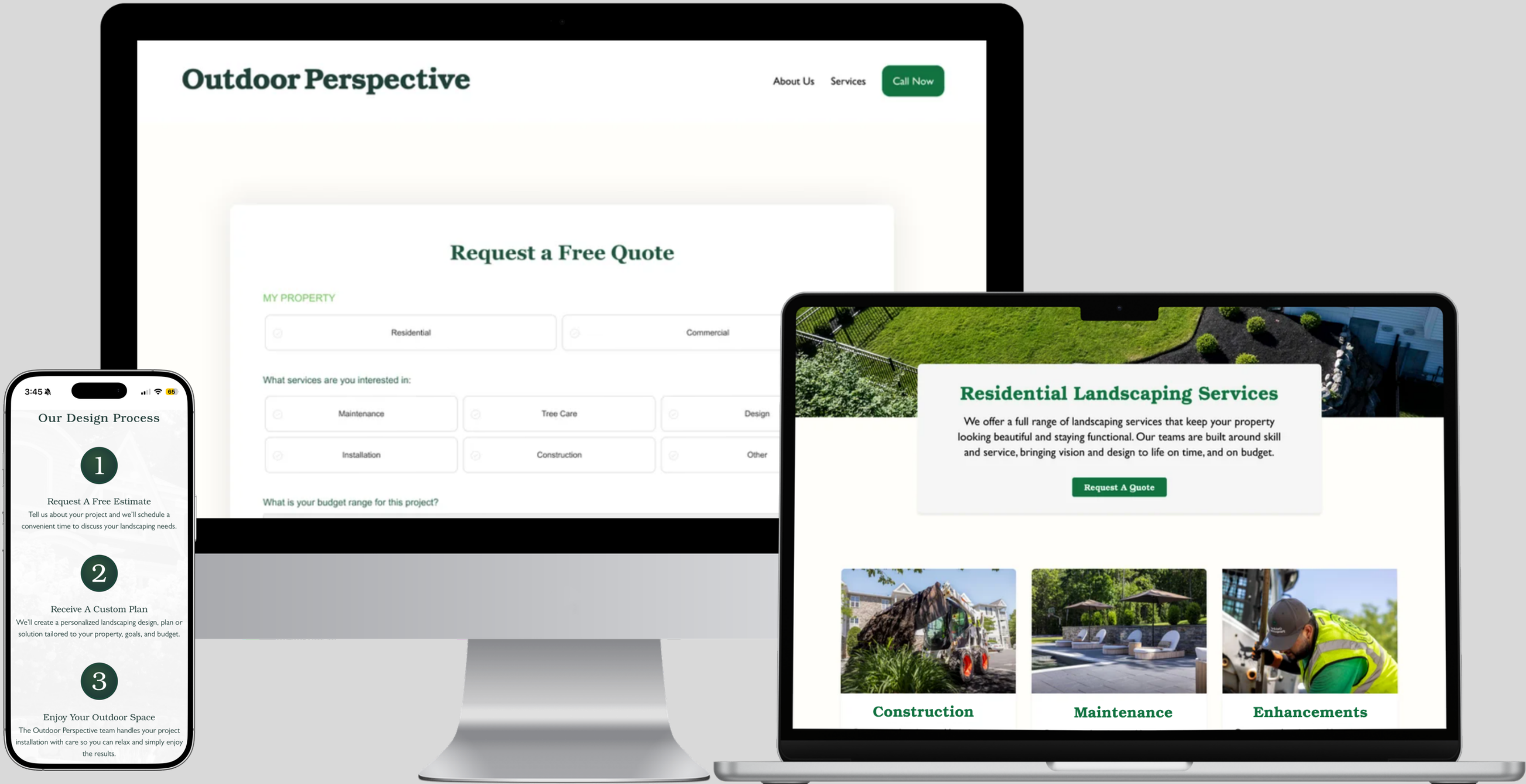


Summary

I created a website experience that highlights Earthworks' craftsmanship and helps potential customers better understand their services. I focused on combining strong visuals, strategic layouts, and clear messaging to create a website that supports customer engagement.

Scope of Work

- Website Strategy
- Website Design & Development
- UX Design
- Content Organization
- Visual Storytelling
- Responsive Design
- Conversion-Focused Layouts

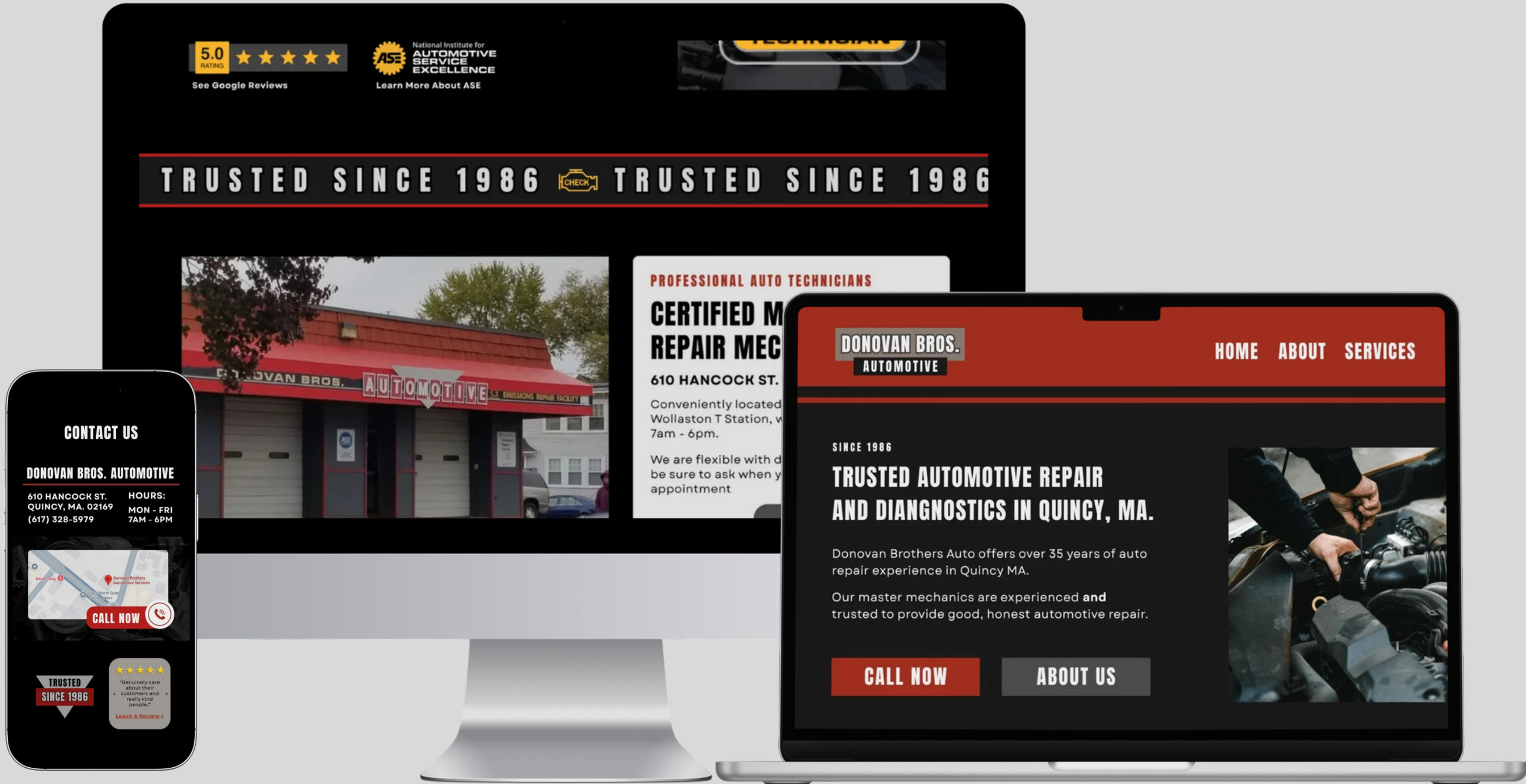


Summary

I designed a website that captures the creativity and quality behind Outdoor Perspective's work. Through thoughtful structure and visual storytelling, I created an online experience that showcases their high-end results while making it easier for customers to connect with the brand.

Scope of Work

- Website Design & Development
 - Keyword Research & Optimization
 - Portfolio/Project Showcase Design
- Content Organization
 - Visual Storytelling
 - Responsive Design
 - Conversion-Focused Layouts



Summary

I developed a professional website that communicates Donovan Brothers Automotive’s specialized expertise and services. I focused on creating a clear, trustworthy online presence that helps potential customers quickly understand their capabilities and experience.

Scope of Work

- Website Design & Development
- Copywriting
- Keyword Research
- SEO Optimization
- Responsive Design
- Accounts Setup



Summary

I developed the visual foundation for Spartan GIS by creating a brand identity that communicates precision, innovation, and expertise. I focused on building a professional and recognizable identity that could grow with the company across digital and marketing platforms.

Scope of Work

- Logo Design
- Brand Guidelines
- Website Design & Development
- Keyword Research & SEO Optimization
- Responsive Design
- Account Setup & Maintenance



Summary

I designed the logo and website for Infinity Smoke Shop & Lounge, creating a cohesive visual identity and digital experience that reflects the brand's unique atmosphere. I focused on developing a distinctive logo, engaging visual direction, and an easy-to-navigate website that introduces the business, highlights its offerings, and creates a memorable experience for visitors.

Scope of Work

- Logo Design
 - Brand Design & Guidelines
 - Social Media Marketing
- Website Design
 - Marketing Strategy & Planning
 - Copywriting & Cross-channel marketing



Summary

I designed and developed an e-commerce website for Captn Don's all-natural insect spray, creating a digital experience that showcases the product while making it easy for customers to learn, shop, and purchase. I focused on combining strong product visuals, clear messaging, intuitive navigation, and a streamlined shopping experience to build trust and encourage conversions.

Scope of Work

- Product Images
 - Logo, Label & Asset Design
 - Account Setup & Maintenance
- Website Design
 - Marketing Strategy & Planning
 - Copywriting & Keyword Optimization

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