



smmoulton.com
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KEY ACCOMPLISHMENTS

- Brand** – Designed updated company logo, colors, and typographic system
- Conversions** – Introduced integration of website forms, updated design, and standardized use of conversion pages resulted in over 300% increase in sales-qualified leads
- Tech** – Introduced tools and processes for campaign workflows
- Content** – Introduced SEO practices and developed a system for website and blog content creation
- Marketing** – Introduced inbound marketing strategies, a user-centered approach, marketing funnel, and B2B journeys

Susan Moulton

Print & Digital Graphic Designer

My comprehensive experience spans print production, ad design, social media graphics, web design and management, email design and automation, project management and graphic design instruction. I am an InDesign and layout expert understanding both print and digital production processes. I thrive on collaboration, work well independently, and consistently pursue opportunities to enhance my skillset bringing fresh and innovative approaches to every role.

Recent Work History

INX INTERNATIONAL INK CO.

WEBSITE AND PROJECT MANAGER (B2B) 5/2018 – 6/2025

Graphic Design

- Brand** – Designed the updated company brand and website design system
- Advertising** – Ad designer for social and industry publications
- Print** – Designed newsletters, and other marketing collateral
- Trade Shows** – Designed trade show banners, displays, signage, brochures, product flyers, trifold, promo items, etc.
- Marketing** – Digital marketing automation integrating platforms and processing leads
- Email** – Designed (Oracle Eloqua) and created triggered, transactional, and product launches

Project Management

- Workflows** – Spearheaded the adoption of Asana and trained and on-boarded employees, and developed the workflow for various project types
- Campaigns** – Managed campaign processes in marketing automation tool

Website Design and Development

- E-commerce** – Spearheaded the design and implementation of the e-commerce platform Maintained and updated the company's Drupal website managed external team of developers
- Design** – Led design and development of product and landing pages, photos, graphics
- Content** – Designed and implemented the company blog, and the HR microsite

Education

- Bachelor of Fine Arts**
Graphic Design
Columbia College Chicago
G.P.A. 3.8
Honors Graduate
- Associate in Arts**
Art & Design
Waubensee Community College
Sugar Grove, IL
G.P.A. 3.95
Honors Program Graduate

Certifications

- Certified Digital Marketing Professional (DMP)**
Digital Marketing Institute
- Professional Certified Marketer (PCM)** American Marketing Association
- Eloqua Certified Master**
Eloqua University
- Canva & Figma Essentials Certificates**
BYOL

Technical Skills

- | | |
|----------------------|------------------------|
| • HTML/CSS | • Canva |
| • Bootstrap | • Figma |
| • Drupal / WordPress | • Microsoft Suite |
| • Oracle Eloqua | • Adobe Creative Suite |
| • Mail Chimp | • ChatGPT |
| • Asana | • Zoom |
| • Teamwork | • Slack |
| • LucidChart | • Jira |
| • Google Analytics | • ClickUp |

Work History

Kavo Kerr
Wood Dale, IL
12/2016 – 5/2018

DIGITAL MEDIA DESIGNER

- Created website templates, style guides, and managed content
- Created page layouts, edited art and photos, performing updates in four different CMS platforms
- Worked with global cross-functional teams in an agile PM environment
- Worked in HubSpot creating, updating, optimizing, and managing assets

Elgin Community College
Elgin, IL
8/2012 – 8/2016

GRAPHIC DESIGNER

- HTML email designer for the college foundation and culinary promotions
- Print layout and production creating direct mail, general collateral/ads, newsletters, brochures, interactive digital documents, promo items, catalogs, conference materials, way finding, PDF templates. Expert skills: HTML email, InDesign publications and Photoshop retouching
- School catalog design and production directing the cover shoot, photo editing, and publishing the first electronic accessible 501(c)(3) school catalog

Quintessence Publishing
Hanover Park, IL
12/2014 – 6/2016

LAYOUT AND PRODUCTION ARTIST

- Produced JOMI, a bi-monthly journal for higher education and dental practitioners. Complete design and production. Worked with scholars and copy editors. Advanced skills in image editing software and InDesign

College of DuPage
Glen Ellyn, IL
1/2010 – 5/2014

DESIGN INSTRUCTOR

- Adjunct instructor teaching Typography and layout, and Web Design beginning and advanced—two or three courses per semester while also working part-time

“ Susan is a rockstar **front-end developer** that anyone would want on their team. She joined ours in the middle of a website project and jumped right in—embracing the dental business, learning the products, **building pages**, and offering a ton of value with her **UX and typography skills**.she helped define the **content migration** process, standardize **templates** and content, implement **SEO**, enforce **brand standards**, and improved functionality, to name a few things. ”
Julie Fragoso
Digital Marketing Manager, Kavo Kerr

“ I just want to say how amazingly helpful Susan has been with the new i-CAT website. With months of back and forth of not really getting anywhere I was able to talk it over with Susan and **she accomplished what I was looking to have done in a day**. All the work she has dedicated to the site so far has helped tremendously to both function and look its best! ”
Jon Kula
Art Director, Kavo Kerr

Employment Referrals

“ I had the pleasure of working closely with Susan Moulton during our time together at INX International, where she served as a Website and Project Manager within the Marketing department. Our roles frequently intersected, especially on **initiatives that required seamless collaboration** between Marketing and HR, and Susan was consistently one of the **most reliable and insightful partners** I worked with. ”
Osmair Fernandes Victor
Director of Talent & Organizational Development, INX International