LINDSEY S. MULLIS

Charlotte, NC • 704-401-4994 • www.lindseysmullis.com
Wells Fargo | *AAA Carolina* | *Charlotte-Mecklenburg Schools*

Creative, people-focused professional with more than 15 years of experience in web design, digital communication, and user training at Wells Fargo, AAA Carolina, and Charlotte-Mecklenburg Schools. Known for turning big, complex projects into clear, simple steps and for helping people feel confident with new tools, having trained and supported more than 500 colleagues. Brings a designer's eye, a teacher's patience, and strong organizational skills to every team, along with the flexibility and problem-solving sharpened as a full-time parent and freelance designer. Collaborative, dependable, and always eager to learn.

CORE COMPETENCIES

- Content Management Systems (CMS)
- Marketing Technology
- Digital Strategy Development
- Technical Solution Architecture
- Custom Integration and Configuration
- User Advocate
- Branding & Design / UX / UI
- Governance
- Analytics, Tracking & Reporting
- Information Technology
- User Training & Support
- Humility

PROFESSIONAL EXPERIENCE

LINDSEYSMULLIS.COM — 2015 – Current

Full-Time Parent & Freelance / Pro Bono Designer

- **Pro Bono & Freelance Projects:** Provided web design, photography, and branding on a pro bono and freelance basis while raising my son, keeping technical and creative skills current.
- **Custom Web Design and Development:** Build visually engaging, user-friendly websites from the ground up, tailored to each client's unique brand and goals.
- **Photography:** Work across diverse assignments, from portrait sessions and events to product photography and brand storytelling.
- **Graphic Design:** Create impactful, visually appealing designs that elevate clients' brands and messaging.

WELLS FARGO — 2013 – 2015

SharePoint Administrator

- **Project Management Portal Support:** Managed a comprehensive project management portal encompassing over 10,000 sites across multiple site collections using SharePoint 2007 and later SharePoint 2010, ensuring seamless collaboration for departmental teams.
- **Branding Overhaul:** Led a hands-on branding initiative to enhance usability and consistency across the portal by implementing best practices, defining governance procedures, and creating site-wide branding guidelines.
- **Business Requirements Gathering:** Collected and documented business requirements, architected system solutions, and provided configuration and implementation support to meet departmental needs.
- **Process Automation:** Automated business processes using out-of-the-box SharePoint Designer workflows and InfoPath solutions, improving efficiency and streamlining operations.
- **User Engagement and Support:** Conducted meetings with users to document requirements, estimate work effort and duration, and facilitate configuration applications. Oversaw unit testing and drafted change management communications to ensure smooth transitions.
- **Training and Resource Provision:** Supported departmental site owners, end users, and content managers by providing training, resources, and ongoing support to maximize the effective use of their respective sites.

AAA CAROLINA **2011 – 2012**

Front-End Web Designer & Developer

- **Subject Matter Expert for SharePoint Implementation:** As a member of the marketing department's Web team, contributed to the successful migration of the Employee Intranet to SharePoint 2010 after joining during the initial launch of the public AAA website. Following the successful migration of the public website, was promoted to lead the Intranet migration project, managing timelines, consultants, and deliverables.
- **Developed and Managed Content Owner Structure:** Established a framework for content ownership, ensuring timely, relevant updates across digital platforms and empowering over 200 content owners with training, support, and resources to maintain site accuracy.
- **Collaborated with Cross-Functional Teams:** Partnered with marketing managers, sales specialists, analytics consultants, graphic designers, and web designers to create high-traffic web pages that drove customer engagement and conversions, aligning with AAA's overall digital strategy.
- **Integrated and Configured New Third-Party Tools:** Worked with multiple business lines to incorporate various third-party tools tailored to department-specific needs (e.g., online booking, customer feedback forms, and promotional widgets), enhancing functionality while maintaining brand uniformity. Regularly analyzed tool performance and configured updates to optimize site interaction and user experience.
- **Managed Site Analytics and Reporting:** Leveraged Google Analytics and Adobe Omniture to track monthly web trends, capturing insights that informed strategic decisions, drove customer purchases, and supported sales and marketing goals across departments.
- **Relationship Management and Strategic Alignment:** Built and maintained key relationships with AAA corporate, internal teams, business partners, vendors, and executives, gathering requirements, presenting tailored solutions, and implementing measurable strategies that aligned with organizational goals and integrated relevant industry trends.

CHARLOTTE-MECKLENBURG SCHOOLS **2008 – 2010**

Front-End Web Designer & Developer

- **Key Contributor to Web Team:** Completed three district-wide SharePoint 2007 implementations for the 19th-largest U.S. school district, partnering with developers and a project manager to launch a public district site, custom site collections for 189 schools, and a secure employee intranet.
- **Branding & Usability Overhaul:** Established design standards, branding guidelines, governance procedures, and best practices for consistent user experience and content ownership across sites.
- **Collaboration & Content Ownership:** Partnered with department leaders, school webmasters, and liaisons to align content with messaging needs and foster site stewardship.
- **Content Owner Training & Support:** Trained 300+ content owners in SharePoint via classes, workshops, and self-help resources, promoting independent site management.
- **Support Site Development:** Built a support site featuring FAQs, tutorials, and guides for scalable self-service assistance to content owners.
- **Responsive Development & Integration:** Created responsive solutions using HTML, CSS, JavaScript, and jQuery, integrating new features and plugins for enhanced functionality and compatibility across networks.
- **Business Workflow & Project Management:** Developed workflows to streamline content management; promoted in 2010 to lead custom SharePoint projects, managing timelines, consultants, and deliverables to meet evolving district goals.

EDUCATION

Art Institute of Charlotte, Charlotte, NC | Interactive Media Design, 2005

Cabell County Career Technology Center, Huntington, WV | Commercial Art & Graphic Design, 2003

COMMUNITY INVOLVEMENT

Volunteer Preschool Art Teacher
Vacation Bible School, 2018 – 2022

Advisory Committee Member
Commercial Art & Graphic Design Program, Cabell County Career Technology Center (alma mater), 2006 – 2008

Digital Marketing Committee
ANA, Association of National Advertisers, 2011 – 2013

Charlotte Area SharePoint Users Group
2008 – 2010, 2013 – 2015

PUBLIC SPEAKING

Keynote Speaker
Art Institute of Charlotte graduation (alma mater), 2012

AAA Carolina Corporate Conference
Led the presentation unveiling the new employee intranet, launched the following month, 2012