

Charles K. MacNaughton

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Objective

Seeking a creative position designing, developing, and managing products and systems that have a positive impact on people and in the world.

Skills and Expertise

Email Marketing • HTML and CSS code editing, including custom theme and template creation in Wordpress CMS • Social media marketing and monitoring • Google Analytics implementation and tracking • Adobe Creative Suite tools • Microsoft Office • Other creative software products.

Experience

Hartford Stage Company - *Digital Media Manager*

2011-2021

- Managed all digital marketing assets and online initiatives for a Tony Award-winning theatre in support of artistic endeavors as well as the Education and Development Departments.
- Increased the social media follower base by over 800% utilizing creative engagement initiatives, broadened community outreach and targeted advertising. Monitored and assessed social media initiatives, including e-commerce conversions.
- Increased email list via web site opt-in, social media, and ticket registration initiatives. Achieved click-through rates in excess of 15%. Implemented targeted emails using segmented lists, increasing engagement, and reducing unsubscribe rates. Developed a system of cascading triggered emails to increase subscriptions, ticket purchases and donations.
- Implemented comprehensive web monitoring and e-commerce conversion tracking via Google Analytics and Google Tag Manager, using custom tags, triggers, and rules.
- Designed and developed a Wordpress-based web site using a custom theme and templates, incorporating external media libraries and ticketing solutions, saving the company over \$20,000 annually.

Greenwich Hospital - *Web Content Consultant*

1998-2014

- As a private contractor, built the initial Greenwich Hospital web site and later worked as part of a team to maintain web site content, implement redesigns and transition the site to a custom CMS platform.
- Built monthly email newsletters and measured subsequent performance through a combination of email platform analytics and Google Analytics KPIs

9 Summer, LLC - *Web Designer/Front-end Developer*

1997-2011

- Engaged in front-end development and web design in a variety of development environments.
- Designed for print and digital, including logo design, in support of applications and services.
- Prototyped, designed, and coded a variety of web sites and software applications as part of a development team, including dozens of arts/non-profit web sites, custom e-marketing solutions, gaming applications, financial and market-based applications, healthcare applications and others.

United States Navy - *Electronic Warfare/Cryptology*

- Electronic Warfare Technician (E-5) on surface combatants (destroyers and frigates) in a variety of environments, including combat operations in the Persian Gulf. Awards include Armed Forces Expeditionary Medal, Coast Guard Meritorious Unit Commendation, Good Conduct Medal and Sea Service ribbon. Honorably discharged. Duties included electronic intelligence collection, cryptology, photographic intelligence, and equipment maintenance.

Education

Tyler School of Art, Temple University

Fine arts major focusing on graphic design. 3.78 GPA.