



Liam Haeffele

Contact

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Website

www.liam-media.com

Skills

Website
Management

Video
Production

HTML / CSS
Web Design

Photography

SUMMARY

Digital marketer and photographer based in the Chicago suburbs. With an emphasis on website management and a background in photography and graphic design, I bring a uniquely versatile skillset to any project I take on.

EXPERIENCE

BMI Supply // Marketing Assistant September 2023 - Present

- Assist both owners in managing our e-commerce storefront
- Graphics for web and print (trade shows, web banners, etc).
- Product photography
- Social media management & reporting
- Product entry and prep
- Contribute to development of new website, manage overall project scope

Razny Jewelers // Website Coordinator September 2021 - March 2023

- Plan, organize, and implement the core structure of the website for front-end users
- Oversee and guide members of a small website team
- Photograph product for display on RAZNY.COM and for use on blogs, print materials
- Ensure strong representation of luxury brands like Rolex in the digital space
- Maintain brand guidelines, best practices across 20+ fine jewelry vendors
- Led the transition to a new website platform

Bumper City LLC // Media Assistant July 2020 - June 2021

- Engineered a new company website to increase branding, sales
- Utilized DSLR grade equipment to photograph inventory
- Converted photos into product listings on all sales channels
- Maintained inventory accuracy
- Enhanced SEO and marketability by constantly updating keywords
- Corresponded with customers directly by fulfilling orders and answering questions

EDUCATION

Google & Coursera // User Experience Design Program 2023
Completed July 2023

North Central College // B.A. Interactive Media Studies 2018-2020

Attended North Central College in Naperville IL from 2018-2020, graduating Suma Cum Laude with a B.A. in Interactive Media Studies and a minor in Film & Screen Studies.

College of DuPage // Associate in Arts (AA) 2016-2018

Attended College of DuPage in Glen Ellyn IL from 2016-2018 before transferring, working toward general credits in the AA curriculum.

REFERENCES

Alexis Kolberg:

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Lauren Wampler:

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