

Mallorie McDowell

DIGITAL CREATIVE | SPORTS, STRATEGY, AND DESIGN

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PROFESSIONAL SUMMARY

Digital strategist with 4 years of experience in sports and creative operations; leading everything from website platforms and email campaigns to UX design and live event coverage. I'm at my best when I can take a big-picture goal and break it into the moving parts that bring it to life, whether that's building out a campaign calendar, organizing content workflows, or launching a fan-facing platform. I love collaborating with teams, simplifying complex systems, and creating digital experiences that feel thoughtful, organized, and easy to navigate.

KEY SKILLS

Web Design & UX | Digital Project Leadership | Creative Direction | Email Marketing | SEO & Analytics | WordPress | Duda | Adobe Creative Suite | HTML/CSS | Google Suite | Knack Database | E-commerce | CMS Management | UX Optimization | Club Development Support

PROFESSIONAL EXPERIENCE

Rush Soccer

July 2021 - Present

Digital Strategy & Web Operations Manager

- Oversee and mentor a web designer and content specialist to execute digital campaigns, manage platform updates, and maintain brand consistency across national and club sites.
- Strategically manage, design, and optimize 7 national program websites to streamline navigation, improve UX, and ensure content reflects current priorities.
- Provide onboarding and ongoing technical support for 50+ affiliated clubs, including CMS training, asset implementation, and troubleshooting.
- Lead national email marketing strategy using Postcards (design) and Brevo (deployment), overseeing segmented campaigns for parents, coaches, players, and leadership across multiple program areas.
- Manage an email audience of 118,000+ contacts with a consistent 30%+ open rate across three monthly newsletters (National, Coaches, Leadership) and targeted event-specific campaigns.
- Align email content with web and social platforms to support organizational goals, increase engagement, and drive traffic.
- Support Rush Fest, our annual U12 tournament, by managing in-person fan engagement efforts; including merchandise design, on-site fan store operations, and live digital coverage.
- Partner with internal leads and third-party vendors to launch integrated marketing campaigns, sponsorship rollouts, and seasonal promotions.
- Monitor digital performance using Google Analytics and Search Console, applying insights to SEO updates and content strategy.
- Coordinate DNS, hosting, and CMS migrations to maintain site continuity and resolve technical issues

Splashlight Studio, Boulder, CO
Sales & Showroom Manager

February 2015 - July 2021

- Led client consultations and interior design recommendations for lighting installations with budgets up to \$50K.
- Redesigned online storefront to improve UX and drive customer engagement.

Haven Interiors, Superior, CO
Interior Design Assistant

March 2015 - November 2020

- Supported digital marketing and client communication; managed project renderings and visuals.

FREELANCE EXPERIENCE

Arvada Gardens HOA Board, Arvada, CO
President

March 2022 - October 2023

- Led board strategy and communication for a 100+ unit community.
- Reduced the cost of a \$12mil special assessment to \$5mil by sourcing new management company, interview/reviewing multiple contractor bids, and loan options.

FC Denver Soccer Club, Denver, CO
Website Admin & Women's Program Manager

February 2019 - September 2021

- Managed all website updates and digital communications.
- Oversaw team operations: organized tryouts, managed rosters/payments, coordinated logistics.

EDUCATION & TRAINING

University of Colorado, Boulder, CO

August 2010 - May 2014

- B.EnvD emphasis in Architecture; Minor in Technology, Arts, and Media

Certifications

- Duda Certified Platform Specialist, 2025
- Duda Certified Web Designer, 2025
- On Demand Digital Marketing — General Assembly, 2020