

Mallorie McDowell

DIGITAL STRATEGIST | SPORTS, STRATEGY, AND DESIGN

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PROFESSIONAL SUMMARY

Digital strategist with 5 years of experience in sports and creative operations; leading everything from website migration, UX design and management to email campaigns and event marketing planning. 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 | Shopify E-commerce | CMS Management | UX Optimization | Technical Support & Training | Digital Strategy & Design Thinking | Attention to Detail & Critical Review | Creative Problem Solving

PROFESSIONAL EXPERIENCE

Rush Soccer

July 2021 - Present

Web Operations Manager

- Own and optimize Rush Soccer's national website (10.5K average monthly visitors) and three additional program sites, ensuring UX, SEO, and accessibility standards are consistently met.
- Organize & Manage the Rush Fest Fan Store. Duties include tracking and organizing inventory, pre-order management, stocking displays, cashier duties, managing volunteers. Averaging \$30,000 in sales
- Provide onboarding and ongoing technical support for 50+ affiliated clubs, including CMS training, asset implementation, and troubleshooting.
- Lead national email marketing strategy, 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.
- Built and automated workflows in Knack to streamline the collection and management of club and player information and revenue generation tracking; saving over \$6K annually in administrative costs.
- 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.

Splashlight Studio, Boulder, CO**February 2015 - July 2021*****Sales & Showroom Manager***

- 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**March 2015 - November 2020*****Interior Design Assistant***

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

FREELANCE EXPERIENCE**Arvada Gardens HOA Board, Arvada, CO****March 2022 - October 2023*****President***

- 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**February 2019 - September 2021*****Website Admin & Women's Program Manager***

- 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