

Mallorie McDowell

DIGITAL STRATEGIST | SPORTS, STRATEGY, AND DESIGN

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PROFESSIONAL SUMMARY

Digital strategist and web operations leader with 5+ years in sports and a decade of experience across digital design, customer experience, and creative operations. I build and improve websites, data systems, dashboards, and workflows that make complex programs easier to manage and easier to use. My work sits at the intersection of UX, digital strategy, analytics, and operations, with a focus on turning program needs into practical, scalable solutions.

KEY SKILLS

Web Design & UX | Digital Strategy & Project Leadership | SEO & Search Performance | Google Analytics & Search Console | Duda & CMS Management | DNS & Platform Administration | Custom Widgets & Web Integrations | Knack Databases & Workflow Design | BigQuery & Data Operations | Google Ads Grant | HTML/CSS | Email Marketing | Adobe Creative Suite | Technical Support & Training

PROFESSIONAL EXPERIENCE

Rush Soccer

July 2021 - Present

Digital Strategy & Web Operations Manager

- Lead strategy, UX, SEO, and ongoing administration for Rush Soccer's national website and three program websites, contributing to a 42% year-over-year increase in active users and 52% growth in organic search impressions following a major 2026 website rebuild.
- Build and maintain 9 custom web widgets and integrations supporting national events, news, calendars, leaderboards, program discovery, and pricing tools, creating scalable solutions for program teams and reducing manual website updates.
- Manage and improve internal Knack platforms supporting national operations and Rush Select, including forms, workflows, permissions, and program tools; identified and disabled improperly configured automations, generating \$6K in annual operational savings.
- Maintain a BigQuery environment containing **520K+ historical player registration records**, overseeing seasonal data collection, cleaning, table creation, consolidated reporting, staff export tools, and process documentation.
- Partner with program leads to identify inefficient or manual processes and turn them into practical digital workflows using websites, dashboards, forms, databases, and automation.
- Support **60+ affiliated clubs** with website onboarding, CMS training, templates, domain configuration, launches, platform transitions, and ongoing technical troubleshooting.
- Administer domains, DNS, hosting, verification, redirects, and platform integrations across national and club websites, supporting launches, migrations, email services, and third-party tools.
- Oversee Google Ads and the Google Ad Grant, including account compliance, campaign health, keywords, landing pages, URLs, and performance monitoring.

ADDITIONAL EXPERIENCE

Splashlight Studio, Boulder, CO

February 2015 - July 2021

Sales & Web Manager

- Led client consultations for lighting projects up to \$50K and redesigned the company's e-commerce storefront to improve product navigation and the online customer experience.

Haven Interiors, Superior, CO

March 2015 - November 2020

Interior Design Assistant

- Supported client communication, digital marketing, project renderings, and visual presentations.

FC Denver Soccer Club, Denver, CO

February 2019 - September 2021

Website Admin & Women's Program Manager

- Managed website updates and digital communications while coordinating tryouts, rosters, payments, and team 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