

# M. RORY MCCRACKEN

WEB DESIGNER & DEVELOPER  
CREATIVE MULTIMEDIA ARTIST  
BASED IN LEOMINSTER, MA

## CONTACT ME

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 508-471-4758

## INTENTION

Experienced freelance full-stack Web Designer/Developer seeks a remote position with an established company, either on a part-time per-project basis, or as a full-time career. Capable of generating creative designs and developing them into functional, responsive, and attractive websites very quickly.

Specialty in Wordpress and custom theme development using Thesis framework with ability to adapt to or customize other themes or frameworks quickly. Experience with Shopping Carts, Email Marketing, Infusionsoft, Membership Sites and more. Experience in Adobe Creative Suite CS6, including graphic/print design, video editing, photomanipulation etc. Photoshop & CSS Ninja.

Works quickly and efficiently, communicates reliably, handles deadlines and multiple projects/clients effectively, and completes projects successfully.

## EXPERIENCE

### *Founder & Designer at* **TERRA NOVA CREATIVE** **2011-NOW**

In 2011, I chose to pursue freelance design work full-time and started my own company, Terra Nova Creative. Since then, I've worn all of the hats for the business, securing projects, negotiating contracts, designing and developing websites and materials, and working with clients to maintain and update their websites. I've worked with a wide variety of clients to launch or expand their businesses online.

### *Chief Creative Officer at* **FMG NETWORK** **2010-2012**

In 2010 I was introduced to celebrated internet marketer Jody Colvard, and her company FMG Network. Over the course of 2011 I worked with Jody to re-design the Network's brand, and to update the design and organization of each website. Ultimately we arrived at a unified network of complex Wordpress websites.

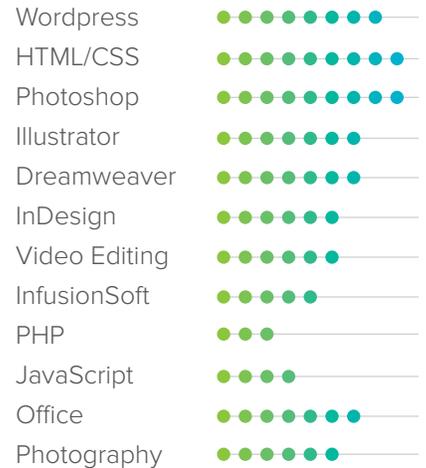
### *Part-Time Freelance Design Work* **2007-2011**

During my college years, I enjoyed a steady flow of referrals for my web and graphic design work. This provided me with valuable and practical business experience, and was the ideal complement to my design studies throughout my college career.

### *Designer & Tech Guru at* **CIRCLES OF WISDOM** **2006-2008**

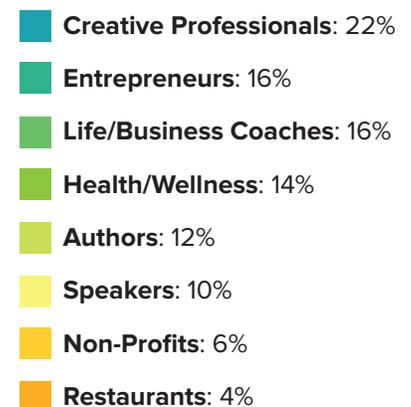
In 2006, I began working part-time at a bookstore in Andover, MA. My primary role was the design of flyers, advertisements, and most importantly the seasonal company newsletter. I worked with presenters in the community to design their newsletter ads and business cards, which eventually became the seeds of my part-time freelance work building websites and designing graphics.

## WORK SKILLS



## CLIENTS SERVED

General Client Demographics I've Served *Based on 50 Past Clients*



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## EDUCATION

### *Communications & Media at MAHARISHI UNIVERSITY 2008-2010*

After attending a visitor's weekend at this university, I applied immediately and was accepted. Few schools draw such a large crowd of students with an entrepreneurial mindset and a desire to change the world - and that's likely due to the school's focus on sustainability and personal development. At MUM, I continued my multimedia design studies and independent study projects, as well as my freelance work. In 2010 I graduated with a B.A. in Communications & Media and returned to MA.

### *Thai Cultural Studies at RANGSIT UNIVERSITY 2008*

After having traveled to Thailand in 2007 to film a non-profit volunteer program, I knew I had to go back. The summer of 2008 found me studying Thai culture, history, language, religion and cooking, as well as doing additional traveling to add to my photography portfolio. In the fall, I left Bangkok for the next leg of my college journey.

### *Interdisciplinary Studies at CHESTER COLLEGE 2006-2008*

After enjoying several years of self-taught graphic and web design, I was ready to develop those skills into a career. A small art school in NH called Chester College of New England was my first choice, and I was accepted. Over the next two years, I maintained a 3.8 GPA while studying graphic design and video editing. My time here helped me to master the fundamentals of design, as well as expand my skills in software. During this time I worked a part-time job and took on occasional freelance web design contracts, as well as several independent studies and personal projects.

## TIMELINE OF ACHIEVEMENTS

- **2011-Now:** Founder & Lead Designer: Terra Nova Creative
- ▲ **2010-2012:** Chief Creative Officer: FMG Network
- ▲ **2010-2012:** Designer, Artist & Writer: The Astrarium
- ▲ **2010:** Graduated with B.A. in Communications & Media; 3.8 GPA
- ▲ **2008-2010:** Attended Maharishi University of Management
- ▲ **2008:** Completed 3-month study abroad program in Thailand
- ▲ **2007-2011:** Part-Time Freelance Design Work
- ▲ **2007:** Filmed Power of One volunteer program in Thailand
- ▲ **2006-2008:** Designer & Tech Guru: Circles of Wisdom Bookstore
- ▲ **2006-2008:** Attended Chester College of New England
- ▲ **2006:** Graduated Tahanto Regional High School
- ▲ **2002-2006:** Learned HTML, CSS and Photoshop; Built Sites & Blogs

## BUSINESS SKILLS



## TOP TALENTS

- 5** Bringing A Client's Vision To Life Online
- 4** Fast & Reliable Web Maintenance/Support
- 3** Extensive Knowledge of Wordpress & CS6
- 2** Creative Visual Layout Design
- 1** Thesis Theme Design & Development

## CLIENTS SAY

- “ If I know anything at all, I know that Rory is one of our foremost rising stars in the world of web design. -**Robin Nicole Sol** ”
- “ You are not only extremely knowledgeable and talented at what you do, but to complete the package you also have a caring and nurturing presence that I believe really sets you apart.. -**Morgan Taylor** ”
- “ Rory took my ideas and made them come to life even better than I imagined.. -**Shawna K.** ”