




M. RORY MCCRACKEN

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

CONTACT ME

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 978-798-9782

INTENTION

Experienced freelance full-stack Web Designer/Developer seeks remote work with individuals or organizations, for one-off projects, on a part-time per-project basis, or for just the right position as a full-time career. Capable of generating creative designs and developing them into functional, responsive, and attractive websites very quickly. Over 10 years experience and 75+ satisfied clients.

Specialty in Wordpress and Shopify, custom theme development using Thesis, Divi and Slate, can adapt to or customize other themes quickly. Experience with Shopping Carts, Email Marketing, Online Courses, Membership Sites etc. Experience in Adobe Creative Suite, HTML, CSS, Javascript and much more.

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

EXPERIENCE

Founder & Designer at RORY MCCRACKEN **2016-NOW**

In 2016, I simplified and rebranded my business, offering the same great services to new and existing clients under a new name. Since then I've expanded into new areas of experience, including Shopify, Javascript and even some programming.

Founder & Designer at TERRA NOVA CREATIVE **2011-2015**

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. 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**

After getting my start working at a book store during high school designing newsletters, business cards and advertisements for local businesses, I enjoyed a steady flow of referrals for my web and graphic design work throughout my college career. This provided me with valuable and practical business experience, and was the ideal complement to my design studies during and after college.







WORK SKILLS

Wordpress	●●●●●●●●●●●●●●●●
HTML/CSS	●●●●●●●●●●●●●●●●
Photoshop	●●●●●●●●●●●●●●●●
Illustrator	●●●●●●●●●●●●●●●●
Dreamweaver	●●●●●●●●●●●●●●●●
E-Commerce	●●●●●●●●●●●●●●●●
Video Editing	●●●●●●●●●●●●●●●●
Email Marketing	●●●●●●●●●●●●●●●●
PHP	●●●●●●●●●●●●●●●●
JavaScript	●●●●●●●●●●●●●●●●
Shopify	●●●●●●●●●●●●●●●●
Photography	●●●●●●●●●●●●●●●●

CLIENTS SERVED

General Client Demographics I've Served *Based on 75+ Past Clients*






-  **Creative Professionals: 22%**
-  **Entrepreneurs: 16%**
-  **Life/Business Coaches: 16%**
-  **Health/Wellness: 14%**
-  **Authors: 12%**
-  **Speakers: 10%**
-  **Non-Profits: 6%**
-  **Restaurants: 4%**

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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.

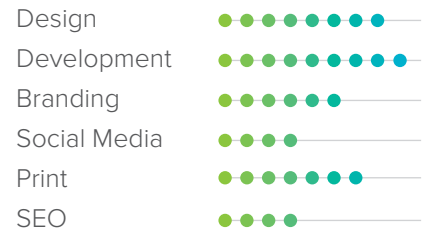
Interdisciplinary Studies at CHESTER COLLEGE 2006-2008

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

- **2016-Now:** Founder & Lead Designer: Rory McCracken
- ▲ **2011-2015:** Founder & Lead Designer: Terra Nova Creative
- ▲ **2010-2012:** Chief Creative Officer: FMG Network
- ▲ **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 & Adobe CS
- 2** Creative Visual Layout Design
- 1** Divi + Thesis + Slate Theme Design & Development

CLIENTS SAY

- “ If I know anything at all, I know that Rory McCracken is one of our foremost rising stars in the world of web design.
-Robin Nicole Sol
- “ Rory has superhero abilities with Web Design, Graphics and WordPress. His uncanny ability to pull the very best from his clients leaves them with the websites of their dreams.
-Chef Tina Jo
- “ While there are many web designers on the market, what makes Rory stand out is his ability to deliver a high-quality product in a friendly, efficient, and cost-effective manner.
-Dr. Jay Kumar