

ABOUT ME

Date of Birth: August 15, 1989

Years in Field: 11+

Pastimes: Coding, Art, and Family

CONTACT

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Cordova, TN, USA



EDUCATION

 **FULL SAIL UNIVERSITY**
Bachelor's - 2022
Web Design &
Development

ASHLEY DAVIS

DIGITAL MARKETING SPECIALIST

CAREER OBJECTIVE

My career objective is to offer my skills and talents of digital design and web development to a great team under outstanding management with a positive and fast-paced, remote-work environment.

RELATIVE SKILL SET - SYSTEMS & TOOLS:

Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects, Portfolio, & Media Encoder

Google Suite: Gmail, Hangout, Calendar, Analytics, Google Drive, Sheets, & Forms

Microsoft: PowerPoint, Word, Excel, Forms, SharePoint, OneDrive, & Outlook

Coding Languages: CSS, HTML5, PHP

Project Management: Asana, Function Fox, & Base Camp

Web Design & Hosting: WordPress, GoDaddy, Host Gator, Blue Host, Wix, Google Domains, cPanel, Host Monster, Stable Host & Cloudflare, Shopify

Server Management: DNS management and transfers, configure zone records, file management, CPU monitoring, server updates

Site Builder: Elementor, WP Bakery, Cornerstone, WooCommerce, & Divi

Technology: Windows OS, Mac OS, Network Configuration, Hardware Install/Remove, Software Install/Remove, & Computer Repair

Wireframing: Adobe Illustrator, Adobe XD, Figma

Other: Canva, Sketch, Sports Engine, & League Apps, Stripe

SOFT SKILLS:

Verbal & Written Communication, Active Listening, Problem Solving, Leadership, Critical Thinking, Willingness to Step out of Scope for the overall Objective of the Team

RELATED EXPERIENCE

WEB DESIGN, GRAPHIC DESIGN, PROJECT MANAGER

True Lacrosse | Lombard, IL – Remote (03/2022 - Current)

- Maintain 10+ sites for lacrosse programs and other sports teams, configure SEO tags and keywords to increase search rankings by 25% in 2 countries.
- Communicate with directors, and owners of teams to deliver sites with accurate information in record time.
- Redesign and build out new webpages to target a more user-friendly experience
- Developed best practices for communication with all coworkers across all departments
- Use heat mapping to determine most frequently used pages and buttons for user interaction.
- Designing user friendly interfaces that increased page views by 30% and stickiness by 50% across multiple pages.
- Studying data-driven results from Google Analytics for 30+ sites to determine cohort behaviors and interests.
- High use of HTML, CSS, and PHP to edit files and pages to deliver customized layouts and features based on market and director needs.
- Maintain Sharepoint page organization and file management to ensure all company employees have access to needed marketing materials.
- Sharepoint management – setting permissions for sites and folders to avoid members having access to materials outside of their scope
- Oversee marketing team project pipeline resulting in projects and tasks completion on or before deadlines
- Creating and monitoring workflows and processes
- Building and debugging automation for workflows inside of project management systems.
- Generating over 500 sales leads for sports programs in a 2 month span from website data captures
- Creating presentations for company-wide workshops, and leading workshops to inform co-workers of marketing team updates and confirming existing processes.

WEB DESIGNER, GRAPHIC DESIGNER & SEO MANAGER

Dannet Group Consulting | Arkansas – Remote (4/2021 - 11/2021)

- Communicate with agency owner to discover client needs for projects
- Maintained 20+ sites that were already built, while enhancing the user interfaces, providing faster speeds, and updating features for enhanced user interaction
- Creative freedom of about 5 sites from startup to release, driving sales and traffic to those businesses increasing sales by an average of 20%
- Delivering extremely fast turn-around time on edits and updates for each site based on market urgency
- Building graphics to correspond with web ne

WEB DEVELOPER, GRAPHIC DESIGN, MARKETING CONSULTANT

Freelance | Remote (01/2011 - 2021)

Companies: Juana Florist, Revival Memphis, I Did It Cleaning, Journey to Me, Coupon Fairyland

- Conceptualize, design, review, and publish creative, and user-friendly websites to drive sales, awareness, and product knowledge.
- Develop design frameworks to promote positive user interaction with webpages
- Handling all phases of project management from conception to publishing with close communication with clients.
- Building still and motion graphics for visual enhancements and user engagement
- Building 12 websites from concept to completion within 60 days.