

# CLIENT'S NAME

Torrance, California ▪ 123.456.7890 ▪ [resumewriters@gmail.com](mailto:resumewriters@gmail.com)

## Digital Marketing Director

### QUALIFICATIONS PROFILE

**Globally competent, results-driven, and innovative professional with a proven track record in leading digital strategy and digital transformation across corporate organizations and startups.**

Adept at identifying and capturing new digital opportunities, developing end-to-end digital innovation processes, and implementing growth tactics to achieve organizational objectives. Effective at enhancing customer experiences, managing high-impact marketing campaigns, and leveraging cutting-edge technologies to foster brand visibility and engagement. Well-versed in driving both creative and data-driven marketing initiatives, ensuring alignment with business goals and delivering measurable results across all digital channels. Proficient in building and motivating high-performing teams, while effectively managing communication strategies that resonate with diverse global audiences.

### CORE COMPETENCIES

New Business Development | Process Improvement | Project Management | Strategy Development and Execution  
Product Development | Website Development | Client Relations | Executive Leadership and Team Building

### PROFESSIONAL EXPERIENCE

COMPANY NAME, TORRANCE, CA

<b>Director of Digital Strategy</b>	2022–Present
<b>Assistant Director of Marketing and Communications</b>	2020–2022
<b>Front-End Web Developer</b>	2017–2020

- Act as a sole web designer on a small creative team, in charge of optimizing over 40 administrative processes, including form submissions, document generation (letters, credentials with signatures), and workflows for hiring, and attendance using Microsoft Power Automate
- Design a comprehensive analytical dashboard in Microsoft Power BI for the Board of Trustees and built a permission-based SharePoint intranet with custom calendars and views.

#### Key Highlights:

- Spearheaded a recruitment initiative by developing a dedicated admissions website ("why.ico.edu"), generating 5-7 new leads monthly.
- Conceptualized a marketing campaign for the Entering Class of 2020 during the COVID-19 pandemic which produced 100% of the class through in-house web services and weekly Teams meetings, saving the college significant costs.
- Instituted a digital development branch that automated manual processes campus-wide, saving an estimated 100 hours of labor weekly for over 50 employees.
- Established a knowledge base of training resources and tutorials to support staff and faculty in streamlining workflows and maintaining branding standards.
- Consistently earned outstanding performance reviews, recognized for exceeding expectations and delivering impactful results.

COMPANY NAME, TORRANCE, CA

<b>Program Coordinator, Design Department</b>	2016–2017
<b>Graphic and Web Instructor</b>	2014–2016

- Provided lectures in advertising, graphic design, and web design to college students across all levels, from freshman to senior, with both introductory and advanced classes.
- Fulfilled other key tasks, such as offering academic counseling to students, managing hiring and termination of full-time and adjunct faculty, conducting faculty evaluations, reviewing course syllabi and grading rubrics, and facilitating department meetings.
- Organized student tours and acted as a key point of contact for external guests, displaying student work through curated presentations.

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- Arranged tours with local design firms, providing senior students with valuable insights into professional environments and helping bridge the gap between education and industry expectations.
- Managed, mentored, and recruited design department faculty and students, fostering a collaborative and growth-focused environment.
- Taught courses in campaign development and internet marketing, equipping students with industry-relevant skills.
- Designed and delivered interactive media design courses focused on:
  - UI/UX and front-end development career pathways
  - Coding with HTML5, CSS3, SASS, jQuery, and AJAX
  - Utilizing CMS frameworks such as WordPress, Joomla!, and Wix
  - Prototyping with Axure and Sketch, alongside user testing methodologies.

## Key Highlights:

- Led the department through a successful audit, while managing a team of 8-10 faculty members and overseeing 100+ students.
- Achieved a 100% job placement rate for program graduates, with all securing employment related to their degrees within 6 months of graduation.
- Displayed competency in modifying and modernizing the web design curriculum, replacing outdated elements with relevant topics such as responsive and mobile web design, and shifting to a hand-coded approach emphasizing a range of coding languages and UI/UX principles.

## EARLIER CAREER

COMPANY NAME, TORRANCE, CA

Senior UI/UX Designer

2 years

COMPANY NAME, TORRANCE, CA

UI/UX Designer

1 year

COMPANY NAME, TORRANCE, CA

In-House Graphic Designer, LSU Continuing Education

3 years

## EDUCATION

Master of Science, 2011

University Name, Torrance, CA

Bachelor of Science, 2006

University Name, Torrance, CA

## PROFESSIONAL DEVELOPMENT

Illinois Institute of Technology: Professional Certificate in Software Development, 2022

DocuSign: DocuSign eSignature Administration Specialist, 2022

Adobe: Certified Adobe Education Trainer, 2018

Hootsuite: Hootsuite Social Media Advertising Certification, 2018

Strength Finders Workshop

## AWARDS

First Place, Poster; New Orleans Pride

First Place, Logo; Louisiana Department of Agriculture & Forestry

Gold Award, Catalog; University & Professional Continuing Education Association

Silver Student ADDY® Regional Award, Logo; Faith Hospice of Mississippi

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## PROJECTS

### Freelance Projects

2018–Present	Stowell & Friedman, LTD.; website and logo redesign
2022	12:12 Nutrition; digital and printed menus
2021	Red Swing, LLC; website for life coach
2017	Walkables; icon creation for mobile app Gravity Marketing; wireframes for eCommerce Portal redesign
2016	At the Piano with Ryan LeJeune, Album cover and CD artwork
2011–2016	Blue Leaf LLC, Brand identity, all collateral, website graphics, instructional videos
2014	Perkl, Information brochure, promotional sticker, t-shirt design for college phone app Nawlns Cab, “Fwheet” phone app; “Taxi Theater” and “Cab Driver Interface” tablet app
2013–2014	New Orleans Society of Infectious Disease Awareness, Event poster, admission tickets
2013	NO/AIDS Task Force, pro bono, Event flyer

## ACTIVITIES

- Volunteer Designer, Boys and Girls Club
- Volunteer Designer, Greater Together Milwaukee
- Computer Lab Monitor, Center on Halsted - for LGBT+ Youth

### Exhibitions:

- Self Portrait – Faculty Show: Art Night in the 3<sup>rd</sup> Ward, Milwaukee, WI (2015)
- Coming Out – Halloween New Orleans, Project Lazarus Fundraiser, New Orleans, LA (2013)
- Sensing Synesthesia – Thesis, LSU, Baton Rouge, LA (2011)
- I Love You. I Cannot Be Your Friend. Art Melt, Louisiana State Museum, Baton Rouge, LA (2010)
- Unity Through Difference – Amnesty International, Private Gallery, Baton Rouge, LA (2010)
- The Interpretation of Dreams – Collegiate Art Show, Jackson State University, Jackson, MS (2006)

## TECHNICAL SKILLS

Adobe Products (Graphics, Typography, Video) | Microsoft 365 Products (SharePoint, Power Automate, Power BI, Forms, Bookings, and OneDrive) | Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint) | Third-party Website Builders (WordPress, Wix AR/VR Coding) | HTML5 | CSS3 | JavaScript | jQuery | Java | JSON | R3F | Drei | Velo (Wix) | React | Vite | Node.js | Visual Studio Code