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ARIEL ELLIS

Digital Marketer | Web & Instructional Designer

CONTACT

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EDUCATION

BACHELOR'S OF SCIENCE IN TECHNOLOGY, VISUAL COMMUNICATION TECHNOLOGY

Bowling Green State University,
2011 - 2015
Magna Cum Laude

MASTER OF EDUCATION, INSTRUCTIONAL DESIGN TECHNOLOGY

Bowling Green State University
2020 - 2022

SKILLS

Accessibility

WEB

HTML/CSS	Webflow
Litmus	Wordpress
MJML	Medseek
Site Improve	Figma
SEMRush	Mailchimp
Constant Contact	

ADOBE

Illustrator	After Effect
InDesign	Campaign
Photoshop	Dreamweaver
Premiere Pro	
Experience Manager	

INSTRUCTIONAL DESIGN

Articulate 360
Adobe Captivate
Powtoon
Animaker
Vyond

PROFILE

I have a passion for digital marketing as well as web and instructional design. I am seeking a position that will allow me to utilize my enthusiasm for emerging trends and proven techniques while providing challenging opportunities.

EXPERIENCE

WEB AND NEW MEDIA DEVELOPER/DESIGNER

Bowling Green State University (BGSU), Feb 2020 - Present

- Designed and managed all aspects of design, development and maintenance of multiple University web and electronic environments such as web pages, HTML emails, presentations, logos, flyers and other work related to the university's initiatives.
- Conducted trainings with students, staff and faculty on web accessibility, how to properly use a content management system and BGSU's web design guidelines.
- Developed and implemented accessibility plans for web applications, including the use of automated testing tools to ensure that all identified issues are fixed before deployment.
- Worked with the marketing team to update all digital content for accessibility, including web pages and PDF documents.
- Started an accessibility monthly newsletter to inform the university of our accessibility efforts and educate on better practices.

DIGITAL MARKETING MANAGER

Taylor Automotive, Apr 2018 - Feb 2020

- Utilize various forms of marketing strategies to attract traffic to website, including SEO, PPC and paid to search engines.
- Organized and analyzed data and marketing results.
- Developed social media, online employee newsletter and other marketing tools and platforms.

DIGITAL MARKETING SPECIALIST

Taylor Automotive, Jul 2016 - Apr 2018

- Assisted in the creation and execution of various marketing campaigns (website updates, videos creation, HTML emails and creating written content or graphics).
- Assisted the Marketing Director with community relations including handling the sponsorship and donation requests, and coordinating with community partners on special event.

SEO SPECIALIST FREELANCER

Fruchtman Marketing, Mar 2018 - Dec 2019

- Created, updated and maintained SEO, metadata and page content that helped grow the clients' online organic presence.

ORGANIZATIONS

Epsilon Pi Tau

Alpha Gamma Chapter, Bowling Green State University