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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, Bowling Green, OH
2011 - 2015
Magna Cum Laude

MASTER'S OF EDUCATION, INSTRUCTIONAL DESIGN AND TECHNOLOGY
Bowling Green State University, Bowling Green, OH
2020 - 2022

ORGANIZATION

Epsilon Pi Tau
Alpha Gamma Chapter,
Bowling Green State University

AWARDS

Bronze Addy Award
AAF Toledo, 2023

SKILLS

Design & Prototyping: Adobe Creative Suite, Sketch, Figma,
Web Development: HTML5, CSS3, JavaScript (jQuery), Bootstrap, Flexbox, WordPress, Webflow, MJML
User Research & Testing: Usability Testing, Persona Creation, A/B Testing, Heatmap Analysis, User Interviews, Wireframing, Information Architecture
Additional Skills: Responsive Web Design, Search Engine Optimization, Instructional Design, Web Accessibility (WCAG 2.0)

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 MANAGER
Society for Industrial and Organizational Psychology, Mar 2023 - present
- Implemented web accessibility best practices that followed WCAG 2.0 guidelines.
- Developed and maintaining web page content, including images, videos, and text.
- Monitored websites' performance and analytics.
- Developed and executing a SEO strategy based on Google Analytics 4, keyword rankings, and competitive analysis.

WEB AND NEW MEDIA DEVELOPER/DESIGNER
Bowling Green State University (BGSU), Feb 2020 - Mar 2023
- 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.