



# ARIEL ELLIS

Web and Digital Engagement 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 2.2)

## PROFILE

I am passionate about digital marketing, web design, and instructional design. I am seeking a position where I can apply my enthusiasm for emerging trends and my proven skills to create engaging, user-centered digital experiences.

## EXPERIENCE

### WEB MANAGER

Society for Industrial and Organizational Psychology, Mar 2023 - present

- Led the web transformation project, including migrating CMS platforms and redesigning the website's look and functionality.
- Ensured web accessibility compliance with WCAG 2.2 standards.
- Managed and updated web content, including images, videos, and text.
- Monitored website performance and optimized based on key analytics.
- Developed and executed an SEO strategy using GA4, keyword rankings, and competitive analysis.

### WEB AND NEW MEDIA DEVELOPER/DESIGNER

Bowling Green State University (BGSU), Feb 2020 - Mar 2023

- Designed, developed, and maintained university web and digital assets, including websites, emails, presentations, and marketing materials.
- Trained students, staff, and faculty on web accessibility, CMS usage, and university web design guidelines.
- Developed and implemented accessibility plans, using automated testing tools to ensure compliance before deployment.
- Collaborated with marketing to enhance digital content accessibility, including web pages and PDFs.
- Launched a monthly accessibility newsletter to promote awareness and best practices across the university.

### DIGITAL MARKETING MANAGER

Taylor Automotive, Apr 2018 - Feb 2020

- Implemented SEO and paid search strategies to drive website traffic.
- Analyzed marketing data to optimize performance.
- Managed social media, employee newsletters, and digital marketing platforms.

### DIGITAL MARKETING SPECIALIST

Taylor Automotive, Jul 2016 - Apr 2018

- Supported marketing campaigns through website updates, video creation, HTML emails, and content design.
- Assisted the Marketing Director with sponsorships, donations, and community event coordination.

### SEO SPECIALIST FREELANCER

Fruchtman Marketing, Mar 2018 - Dec 2019

- Conduct keyword research and implement strategies to optimize website content.
- Analyze website performance and implement improvements based on SEO metrics.
- Optimize on-page elements, including meta tags, headlines, and internal linking.
- Build and execute off-page SEO strategies, including link-building campaigns.
- Monitor industry trends and competitor SEO strategies.