

# ARIEL ELLIS

WEB MANAGER | WEB DESIGNER | DIGITAL  
EXPERIENCE DESIGNER

419-870-0146

arielellis.com

ellisa424@gmail.com

## PROFESSIONAL SUMMARY

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Web and Digital Experience professional with experience in website management, UX design, digital marketing, and accessibility compliance. Proven ability to improve website performance, optimize SEO strategies, and develop user-centered digital experiences. Experienced with CMS platforms, analytics tools, and modern web technologies.

## EXPERIENCE

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### **Society for Industrial and Organizational Psychology**

*Web Manager*

March 2023 – Present

- Led website redesign and CMS migration to modernize digital infrastructure.
- Implemented WCAG 2.2 accessibility standards across web properties.
- Managed website content including images, video, and copy updates.
- Analyzed web analytics to guide SEO and user experience improvements.
- Collaborated with stakeholders to align web strategy with organizational goals.

### **Bowling Green State University**

*Web and New Media Developer / Designer*

February 2020 – March 2023

- Designed and maintained university websites and digital assets.
- Implemented accessibility testing processes to support WCAG compliance.
- Trained faculty and staff on CMS usage and accessible web practices.
- Partnered with marketing teams to improve accessible digital content.
- Created internal accessibility communications and training materials.

### **Taylor Automotive**

*Digital Marketing Manager*

April 2018 – February 2020

- Led SEO and paid search campaigns to increase website visibility.
- Managed multi-channel digital marketing campaigns and social media platforms.
- Analyzed marketing metrics to improve campaign performance.
- Produced internal communications and employee newsletters.

# ARIEL ELLIS

## WEB DESIGNER & DIGITAL EXPERIENCE SPECIALIST

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## EXPERIENCE (CONTINUED)

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### **Taylor Automotive**

*Digital Marketing Specialist*

July 2016 – April 2020

- Supported marketing campaigns through website updates and email development.
- Created digital content, including graphics, videos, and promotional assets.
- Assisted with event marketing, sponsorships, and community outreach.

### **Fruchtman Marketing**

*SEO Specialist (Freelance)*

March 2018 – December 2019

- Conducted keyword research and competitive SEO analysis.
- Optimized website content, including metadata, headings, and internal linking.
- Monitored SEO performance to identify opportunities for traffic growth.

## TECHNICAL SKILLS

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- **Front-End Development:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, Flexbox, WordPress, Webflow
- **Design & UX:** Adobe Creative Suite, Figma, Sketch, Wireframing, Usability Testing, Information Architecture
- **Digital Marketing & Analytics:** SEO, Keyword Research, A/B Testing, Heatmaps, Google Analytics (GA4)
- **Accessibility:** WCAG 2.2 Compliance, Accessibility Testing, Accessible Content Design

## EDUCATION

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### **Master of Education, Instructional Design and Technology**

*Bowling Green State University*

2020-2022

### **Bachelor of Science, Visual Communication Technology**

*Bowling Green State University*

2011-2015

## AWARDS

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Bronze ADDY Award

*AAF Toledo*

2023