

ARIEL ELLIS

WEB MANAGER | WEB DESIGNER | DIGITAL
EXPERIENCE DESIGNER

419-870-0146

arielellis.com

ellisa424@gmail.com

PROFESSIONAL SUMMARY

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

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)

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

- **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

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

Bronze ADDY Award

AAF Toledo

2023