

ABOUT ME

Most used Skills: CSS, HTML, PHP, PM, Organization, and Communication

Years in Web Development:
10

Years in Marketing: 8

CONTACT

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Cordova, TN



EDUCATION

 **FULL SAIL UNIVERSITY**
Web Design &
Development
2020 - 2022

ASHLEY DAVIS-PYGUM

WEB DESIGNER AND DEVELOPER
MARKETING DIRECTOR
PROJECT MANAGER

A persistent quick learner, with a vast range of marketing skills. With a passion for web design and development, I take pride in my technology skills. Combined with my love of helping others, I am privileged with taking businesses to higher levels via a strong online presence and organizational skills that lead to growth and productive company processes.

PORTFOLIO LINK: mommymoves.org/web/

EXPERIENCE

MICHIGAN CREATIVE - (May 2023 - Current) – Remote
WEB DESIGNER & DEVELOPER / SERVER MAINTENANCE

- Monthly maintenance of 100+ sites for various business types
- Communicate with stakeholders about progress and changes for all web related needs and issues
- Configure SEO tags and keywords to increase search rankings by 25% in 2 countries.
- Update WP core files, themes, plugins, and web content
- Troubleshoot and diagnose web errors to resolve web issues
- Redesign and build new webpages creating a more user-friendly experience
- Develop best practices for web-related projects across the company
- Creating and adhering to workflows and workloads using Basecamp

TRUE LACROSSE (March 2022 – March 2024) – Remote
WEB DESIGNER & DEVELOPER / GRAPHIC DESIGNER / PROJECT MANAGER /
SOCIAL MEDIA MANAGER / FINANCE AND HR PM ASSISTANT

- Monthly maintenance of 10 sites – mainly sports
- Communicate with stakeholders about progress and changes to all web related needs and issues
- Configure SEO tags and keywords to increase search rankings by 60% in 5 countries.
- Update WP core files, themes, plugins, and web content
- Troubleshoot and diagnose web errors to resolve web issues
- Redesign and build new webpages creating a more user-friendly experience
- Promotion to Marketing Project Manager after 1 year (2023)
- Develop best practices for all marketing and internal projects across the company
- Creating and updating workflows and processes using Asana for all markets across 22 states.

- Communication with project stakeholders to review updates, expectations, and ROI
- Build and manage company Intranet via Microsoft SharePoint for 200+ employees
- Manage marketing team of 8 while overseeing transactional and internal initiatives for the company
- Creating and managing the marketing budget – adjusting line items by removing tools and services that were not in use or no longer productive in order to use revenue on tools that increased productivity

DESIGNS GROUP CONSULTING (May 2021 – Oct 2021) – Remote
WEB DESIGNER / SEO INTERN

- Monthly maintenance of 20+ websites from various business types
- Communicate with owner about web needs and updates
- SEO intern, growing online presence through SEO
- Maintaining workload using Function Fox

MOMMY MOVES – (June 2018 – Current) – Freelance
WEB DESIGNER & DEVELOPER / SERVER HOST / GRAPHIC DESIGNER

- Web building and maintenance
- Budgeting web and branding projects for clients
- Communicating clients about ideal methods for growing and marketing their businesses via web and social media
- Building/strengthening brand recognition
- Graphic design for branding, print marketing, and social media marketing
- Configure SEO tags and keywords to increase search rankings

SKILLS

CODING LANGUAGES:

- CSS | HTML | PHP | JavaScript

PROJECT MANAGEMENT:

- Asana | Basecamp | JIRA

PRODUCTIVITY:

- Microsoft Tools & Outlook | Google Tools & Gmail | Adobe Creative Cloud – Acrobat, Media Encoder

WEB DESIGN & DEVELOPMENT:

- WordPress | Square Space | GoDaddy | Themeco/Cornerstone – Pro | Elementor Pro | WP Bakery | Divi | Figma | WHM Server | Cloudflare Server | WP Engine Servers | DNS Configuration

GRAPHIC DESIGN:

- Adobe Illustrator | Photoshop | Premiere Pro | After Effects | Canva Pro