SASHA JONES

WEB DESIGNER

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OBJECTIVE

To contribute creativity, business sense, and understanding of ecommerce to develop interactive and effective web presences for small businesses. Leverages knowledge of social media and content design to create highly reactive campaigns and marketing plans.

EDUCATION

Bachelor of Science, Marketing – College X

Relevant coursework: Coding 101; Marketing for Small Business; Social Media Marketing; Business Law; Mass Communications; Web Communications

SKILL SET

- Web design
- Content development
- Graphic design
- Client communication
- Project management
- Ecommerce
- SEO integration

- SEO Principles
- Facebook Ads
- Pinterest, Twitter, Instagram
- WordPress
- SquareSpace
- Domain management
- Photoshop CS6

EXPERIENCE

Freelance Web Designer – Upwork   2014 - Present

Top 10 graphic and web designer on platform based on successful project completion and reviews

- Propose comprehensive web development plans to various clients ranging from individuals, artists, and businesses
- Complete projects from conception to development including logo design, web design, branding, and social media management
- Curate effective content to communicate brand messages in fresh, reactive ways
- Integrate original SEO techniques and buzz words to attracts viewers to client sites
- Utilize multiple software applications including Photoshop to design marketing posts, promotional materials, email blasts, and website components
- Implement web widgets and functions to best suit clients businesses including OpenTable reservation software, ecommerce, social feeds, subscription services, and media players

CLIENTS

Debbie's Nails; The Clothing Boutique; Mac Shack; The Children's Workshop