

AINSLEY HARRIS

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EDUCATION

Current - May 2025

Esade Business School, Barcelona, ES

Masters of International Marketing Management · Concentration In Branding & Communication

University of Texas at Austin, Austin, TX

May 2022

Bachelor of Science, Advertising · Minor in French Studies

Texas Media & Analytics Program 2021-2022

WORK EXPERIENCE

Austin, TX

Digital Marketing Freelancer

Jul 2023 - Current

Freelance

- Develop, execute, and enhance paid social and search advertising campaigns using A/B Testing
- Evaluate performance metrics for site optimization, build comprehensive visual reports with Looker Studio
- Decrease the CPC while simultaneously increasing the traffic and CTR of campaigns running

Digital Marketing Specialist

Austin, TX

SYVO Agency

May 2022 - Jul 2023

- Create, run, and update Google, Facebook, Instagram, and Tik Tok ad campaigns for 53 clients
- Lead client introduction calls to set up Facebook Pixel, Facebook Ads, and Google Ads accounts
- Create and lead internal training on using Pinterest and Snapchat as marketing tools

Social Media and Analytics Intern

Austin, TX

Harris Media LLC

Jan 2021 - May 2022

- Analyze social organic KPIs and deliver 50% increased engagement for clients on Instagram, Facebook
- Create social strategies to optimize delivery and experiment with video media placements through YouTube
- Present findings and analysis of large data sets to supervisor weekly using Tableau to visualize data sets

Marketing Intern

Austin, TX

Lymbo Clothing

Aug 2021 - Dec 2021

- Directed organic content strategy to cultivate engagement with key audiences through data-analysis
- Produced engaging content through Adobe Creative Suite, utilizing data-informed creativity
- Coordinated influencer marketing initiatives for maximized brand visibility

Marketing Intern

Austin, TX

Band-Aid School of Music

Jan 2021 - Aug 2021

- Create email marketing campaigns, leveraging both qualitative and quantitative methods for targeting.
- Managed organic content strategy, fostering relationships with the target audience and stakeholders.

KEY SKILLS

- Digital marketing, presenting, strategy, campaign optimization, analytical skills, market research, graphic design, media buying, media planning, landing pages, PPC,
- Google Ads, Google Analytics, Google Shopping, Microsoft Excel, Meta Ads Manager, Tik Tok Ads Manager, Pinterest Ads, Canva, Adobe Illustrator, Mailchimp, Brandwatch, Intel, SEMRush, Ahrefs

CERTIFICATIONS

- Google Ads, Google Analytics, Google Shopping Feed, Facebook Blueprint, Twitter Flight School, SQL