



# Evan Johnston

University of Memphis Student

## My Contact

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## Skills

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- Web Development
- Search Engine Optimization (SEO)
- Use of Customer Personas
- Creating Value Propositions
- Working within Brand Guidelines
- Instagram Ads
- A/B Testing
- Communicating Brand Value
- Hypothesis Testing
- Understanding Business Metrics
- Creating Key Performance Indicators (KPIs)
- HTML
- CSS
- Bootstrap

## Software

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- Adobe Creative Cloud
- Microsoft 365
- Canva
- Facebook Business Manager
- Google Ads
- Wordpress

## Education

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- University of Memphis  
BA in Communications,  
Film & Video Production  
Est. Graduation 2024

## Professional Experience

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Podium Education – Global Tech Experience – HelpHub Specialist  
*May 2023–Present*

Key responsibilities:

- Support students with academic questions on assignments and projects.
- Support students with technical questions on curriculum and other platforms.
- Stay up to date with curriculum across all four tracks of curriculum which include Web Development, Digital Marketing, Coding for Data, and Data Analytics.
- Grade assignments for students who do not have an assigned team lead.

Web Developer – Brewed Improvements  
*December 2022–Present*

- Designed and developed responsive websites and web applications using HTML, CSS, JavaScript, and PHP
- Utilized WordPress to create and manage content on websites, including custom plugin and theme development
- Implemented e-commerce functionality using Shopify and other platform such as WooCommerce
- Collaborated with cross-functional teams to define and deliver project requirements
- Troubleshooted and resolved technical issues related to website functionality
- Optimized website performance for maximum speed and scalability
- Utilized SEO best practices to improve website visibility and search engine rankings

## Certifications/Badges

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- Digital Marketing
- Intercultural Skills
- Paid Acquisition with Google and Instagram
- Ecommerce Marketing with Shopify