

# Aiyuana Sims

Montgomery County, MD | aiyaunas@gmail.com | (240) 474-3625

## Professional Summary

Creative and detail-oriented Digital Media & Web Technology professional with expertise in web development, digital branding, and content creation. Skilled in designing engaging user experiences, managing digital campaigns, and optimizing online presence. Strong background in social media management, graphic design, and front-end development (HTML, CSS, JavaScript). Passionate about storytelling, brand growth, and digital innovation.

## Education & Certifications

- Associate's Degree, Digital Media & Web Technology - Montgomery College
- Web Development Certificate - Montgomery College
- Google IT Support Professional Certification - Coursera

## Skills

- Web Development & Design (HTML, CSS, JavaScript)
- Digital Branding & Content Creation
- Graphic Design (Adobe Photoshop, Canva)
- Social Media Management & Strategy
- Project Management & Event Coordination
- Customer Service & Client Relations
- Microsoft Office Suite & Google Workspace

## Professional Experience

Operations Manager | Autumn & Joy | April 2024 - Present

- Manage social media platforms (Instagram, Facebook) to boost brand engagement.
- Design marketing materials including flyers, brochures, and promotional graphics.
- Develop digital strategies to enhance brand visibility and audience interaction.
- Maintain and update the company website for optimal user experience.
- Track and analyze digital campaign performance for continuous improvement.

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Office Coordinator | National Governors Association | April 2024 - Sept 2024

- Managed office operations, front desk duties, and security monitoring.
- Coordinated meeting logistics, including catering, setup, and document preparation.
- Oversaw facility maintenance, ensuring timely repairs and supply management.

Conference Services Assistant | Baker Botts (Washington, DC) | July 2022 - Sept 2023

- Designed digital content for internal and external events.
- Assisted in event coordination, supporting over 50 monthly events.
- Managed AV setup for hybrid meetings and facilitated vendor communications.
- Handled invoice processing and facility maintenance requests.

## Volunteer Experience

Social Media & Photographer | Church of the Redeemer | July 2024 - Present

- Created photo and video content for social media and marketing.
- Photographed events, speakers, and guests during services.
- Edited and designed visuals using Adobe Creative Suite.

Creative Admin | Church of the Redeemer | July 2024

- Reconnected with former volunteers to encourage community engagement.
- Assisted in event planning and team coordination for ministry activities.