Ali Badalov

Digital Marketing & Design - Analytics - Project Development

SKILLS

Google Marketing: Adwords, Analytics, Tag Manager, Optimize
Digital Marketing: SEO, content marketing, PPC, email campaigns, digital presence/social media management, A/B testing
Digital Design: Responsive design, UX/UI, graphic design, video production, animation
Adobe: Photoshop, Premiere, After Effects
Web Development: WebOps, HTML, CSS, Javascript, jQuery, Wordpress, Drupal, Git
Project Development: Development, coordination, execution of cross-department short and long-term creative digital projects

EDUCATION

BA, Communication Studies
University of Maryland 2016

PERSONAL

Experienced project leader - excellent communicator - effective researcher - expert presenter - fluent in Russian

CONTACT

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EXPERIENCE

Digital Design & Communications Specialist Green America

Los Angeles, CA January 2016 - Present

- **Utilized** Google Analytics to develop user funnels and marketing strategies - managed high conversion $10,000/month AdWords budget - tracked donations and complex user interactions with Tag Manager - ran A/B site testing using Optimize.
- **Managed**, maintained, and tracked analytics for Green America website - 2,500,000 annual visitors.
- **Created** 100's of pieces of digital marketing collateral including ads, campaign imagery, lightboxes, product videos, infographics, and animations using Photoshop, Premiere, and After Effects.
- **Developed** numerous email campaigns for a list of over 250,000, including design, coding, testing, proofing, targeting, scheduling, execution, tracking, and evaluation.
- **Coordinated** with communications, editorial, and programs teams to develop national consumer-action campaigns and creative marketing strategies.
- **Employed** digital design, strategy, and implementation to harvest email conversions, leading to a 30% increase in email sign-ups.
- **Oversaw** deployment, operation, maintenance, tuning, and repair of website and web applications via Drupal - managed code repository using Git version-control and cloud-based hosting.
- **Produced**, directed, and edited documentary mini-series about soil health and climate change.

Digital Products Intern Teaching Strategies

Bethesda, MD April - September 2015

- **Designed** and coded web pages within Wordpress for an update of the Teaching Strategies site.
- **Compiled** and interpreted social media analytics (Facebook, Twitter, YouTube, Pinterest).

Cognitive Research Fellow Intelligent Models

Rockville, MD January 2012 - September 2013

- **Transcribed** and analyzed lectures in various disciplines of psychology.
- **Integrated** cognitive data into behavior matrices, contributing to development of flagship project proposal delivered to Department of Defense.

References available upon request. Portfolio available at www.abadalov.com.