

ALLY HARP

West Lafayette, IN | 317-775-1984 | allymharp@gmail.com | allymharp.com

EDUCATION

Purdue University

Bachelor of Science in Web Design and Programming, Certificate in Entrepreneurship & Innovation

- Overall GPA: 3.9/4.0; Dean's List

West Lafayette, IN

May 2023

WORK EXPERIENCE

Calix, Inc.

Web Experience Intern (Remote)

- Conducted comparative research on competitor B2B company websites
- Constructed consistent wireframe for product pages in anticipation for complete Calix website redesign using Figma

Noblesville, IN
May 2022 – August 2022

Web Experience Assistant (Remote)

- Design content and execute website updates using Adobe Experience Manager, Canva, and Adobe Photoshop

August 2022 – Present

Purdue University Krannert School of Management

Student Web Designer (Remote)

- Create, design, and manage content for Krannert website using Cascade CMS and HTML/CSS
- Complete individual projects consisting of designing and developing new, modernized versions of current Krannert webpages
- Respond to and implement 20+ website requests/updates weekly
- Adhere to Purdue branding guidelines for website design decisions

West Lafayette, IN
October 2021 – Present

Salesforce

Global Cloud Alliances, Marketing Cloud Intern (Remote)

- Updated Marketing Cloud Email Specialist and Administrator curriculums in Partner Learning Camp
- Built and designed enablement activities to enhance certification exam preparation material
- Collaborated with a team to ensure course maintenance

Noblesville, IN
May 2021 – August 2021

Coverdale Consulting

Graphic Design and Marketing Intern

- Collaborated with a team to coordinate and manage election campaigns
- Designed social media graphics using Adobe Illustrator and Canva
- Managed multiple social media accounts

Fishers, IN
June 2019 – August 2019

TECHNICAL SKILLS

- Software Experience: Adobe Creative Cloud, Microsoft Office Suite, Canva, Salesforce Marketing Cloud, Ceros, Figma, Git
- CMS Experience: Cascade, Adobe Experience Manager, WordPress, Wix, Weebly
- Programming Language Experience: HTML, CSS, PHP, JavaScript
- Other: Graphic Design, UX Design, Responsive Web Design, Instructional Design, Marketing/Advertising, Content Management

CERTIFICATIONS

Salesforce Certified Marketing Cloud Email Specialist

- Credential ID: 22330719

July 2021

EXTRACURRICULARS

Polytechnic Student Council

Treasurer

- Responsible for approving and overseeing all financial transactions

West Lafayette, IN
September 2022 – Present

Secretary

- Participated in decision-making process with Executive Board
- Recorded minutes of all official council meetings
- Maintained attendance records of each member

September 2020 – May 2022

Outreach Committee Chair

- Coordinated and planned on-campus events with committee members

March 2021 – May 2022