



BAILEY DRAKE

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WORK EXPERIENCE

UX/UI DESIGN

Freelance | Jun, 2014 – Current

Gather information from clients for their app/website and analyze their vision in conjunction with the needs of the ideal end user. Design solutions allowing the users to flow throughout the app/website instinctually. History with designing apps and websites, big and small, based off just an idea to an existing brand with a list of requirements that need to be creatively implemented. Landing page optimization & A/B testing are common occurrences.

MARKETING + STRATEGY

Freelance | Jan, 2012 – Current

Identify and define a brands target demographic then execute unique strategies for user acquisition through the best suited channel(s): Paid (Facebook, LinkedIn, Adwords, Twitter, Pinterest), Digital, Content, OOH, Experiential. Continue to test and adjust strategy based on performance data.

FILTER MY WEDDING

Founder/Designer | Jun, 2016 – Oct, 2017

Design business for custom wedding Snapchat filters. Created Instagram marketing campaigns (Avg. CPC: \$.09, CTR: 5%), grew social, designed filters based off customer's request and was in charge of customer service.

CITI

Summer Associate | Jun, 2012 – Aug, 2012

Developed protocols and procedures for tracking and measuring local sales and marketing program performance. Created and managed a roll-out plan that provided a more effective metric-driven tracking procedure.

EDUCATION

EPICODUS

Feb, 2014 – Jun, 2014

A 4 month intensive full-stack web development bootcamp (Ruby on Rails).

UNIVERSITY OF SOUTH CAROLINA

Columbia, SC | 2010 – 2013

Majors: Marketing + Management
Minors: Graphic Design + Photography

SKILLS

Adobe Creative Suite

InVision

Strategy

Sketch

HTML

CSS

Javascript

PSQL