

Bill Baggerman

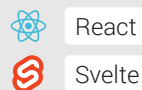
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Skillset

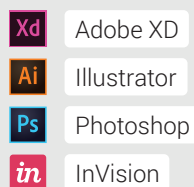
Web Development



Learning



UX/UI/Design



Work Experience

Axway Inc.

Developer Marketing, Principal Marketing Manager

July 2019 – Present



- Led Axway's developer-focused marketing initiatives, including revamping of developer-focused landing pages, building out developer-focused content, and writing for the Axway Developer Blog.
- Helped to standardize the header navigation across all Axway properties by designing and coding a flexible, customizable, standardized header element to be consumed by other developers at Axway.
- Designed all UX/UI elements, interactions, and flows for the "Better Connected Mobile App" during Axway's Better Connected hackathon in 2019, taking 2nd place.
- Built a reactive "theme creator" web app using Vue.js for rapidly designing and previewing mobile applications built with Axway's platform.

Freelance Consulting/Front End Development

Digital Strategy Consultant

October 2017 – Present



- Helped clients in a variety of industries ranging from healthcare, fitness, and technology identify actionable ways to improve their digital channels, from company website to social media strategies, and execute those changes to enhance their online presence.
- Services have included brand unification, copywriting/messaging strategy, rebranding, SEO, site development, site analytics, graphic design, and more.

Digital Envoy

Senior Creative & Digital Marketing

June 2014 – June 2019



- Led Digital Envoy's digital marketing initiatives, including directing PR and Design teams to launch and promote new marketing content pieces across our digital channels, and coordinating those teams with Marketing and Sales to meet the company's ambitious sales objectives.
- Led the redesign and launch of the Digital Element website, making analytics-based UX decisions to better drive site engagement and lead generation (resulting in 3x weekly traffic levels since being brought on).
- Built and optimized new landing pages across the old and new sites, which grew conversion rates by over 140%.
- Completely redesigned and rebuilt the Customer Support Portal for a greatly enhanced user experience.

Proximus Mobility

Creative Services Intern

January 2012 – May 2012



- Designed and built mobile web apps for clients, including Walgreens, Toys"R"Us, and Chick-Fil-A, intended for on-site ad promotions to customers.

Education

Georgia State University

Bachelor of Business Administration (BBA), Marketing

July 2014



University of Georgia, Terry College of Business

Master of Business Administration (MBA), emphasis: Marketing

December 2018



Involvement

Boy Scouts of America, Troop 455

Eagle Scout

December 2008

