

Darrian Bagley

Digital Marketing Specialist & Web Designer

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Work Experience

Digital Marketing Specialist

Focus on the Family - Colorado Springs, CO

Aug. 2020 to Sept. 2021

Responsibilities

- Maintained and updated 12 websites that collectively received over 45 million user sessions in 2020.
- Developed dynamic web apps hosted on WordPress using HTML, CSS, JavaScript, jQuery, and PHP.
- Configured Google Analytics properties with enhanced user-engagement tracking using Google Tag Manager.
- Built reports to evaluate marketing campaign KPIs using Google Data Studio and Microsoft Power BI.
- Supported Salesforce CRM integration by using Zapier webhooks to automate lead and account creation, and by configuring forms to dynamically pre-fill customer data from the CRM database.

Featured Project

I independently designed and developed a “Find a Counselor” website that allows approved counselors to create and edit their profiles. Users enter a location and nearby counselors are displayed on a map using the Google Maps API. Users can filter profiles by attributes such as specialties and treatment preferences. The website hosts over 1,000 counselors and received over 300k hits in the 4 months following launch.

SEO Intern

Focus on the Family - Colorado Springs, CO

June 2020 to Aug. 2020

- Built the new Planned Giving website using Elementor & WordPress to migrate existing content, create new landing pages, and build dynamic content templates. Added SEO metadata to the content.
- Developed dynamic email marketing templates and name-capture forms using HTML, CSS, and JavaScript.
- Provided content producers with high-quality SEO keywords using SEMRush & Google Ads.
- Automated tasks to upload and publish daily podcast content using JavaScript, Python, Zapier, and third-party APIs to parse and import episode metadata stored in Airtable, Smartsheet, and other third-party applications.

Marketing Intern

Goodwill Industries of Arkansas - Little Rock, AR

Jan. 2018 to Jan. 2019

Responsibilities

Designed graphics for print and web using the Adobe Creative Cloud; created and updated content for the website via WordPress using HTML, CSS, and JavaScript.

Accomplishments

- Redesigned website to be mobile-friendly & to meet CARF accessibility requirements. Reorganized content based on traffic data to improve user experience and engagement. Reduced overall site bounce rate by 15%.
- Configured Google Analytics and Google Tag Manager tracking, analyzed site data, and implemented data-driven UX improvements.
- Created automated Google Data Studio reports monitoring website and social media performance.
- Acquired a Google Ads non-profit grant providing \$10k/month credit towards Google Ads search campaigns. Designed and executed PPC campaigns maintaining an average CTR of 18%.

Head Editorial Graphic Designer

The Bison Newspaper - Searcy, AR

Jan. 2017 to May 2020

- Designed informative editorial graphics including infographics, illustrations, and type design.
- Designed full-page and 2-page spreads for in-depth visual storytelling and special edition content.
- Collaborated with editors and photographers to layout page content and create graphics for articles. Delegated graphic assignments to the assistant designer and staff illustrator.

Education

B.A., Advertising

Harding University - Searcy, AR

Aug. 2015 to May 2020

3.3 GPA

Certifications and Licenses

Google Analytics Individual Qualification

Jan. 2022 to Jan. 2023

Google Ads - Fundamentals

May 2019 to May 2020

Google Ads - Search

May 2019 to May 2020

Skills

Google Marketing Platform

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Optimize
- Google Search Console

Adobe Creative Cloud

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat

Web Design

- HTML, CSS, JavaScript
- React
- WordPress
- Elementor
- UI/UX Design

Graphic Design

Social Media

Office 365

Awards

Student Newspaper Achievements & Awards

While I worked as the Head Editorial Graphic Designer for The Bison newspaper, we were regularly recognized as one of the highest quality student publications in the Southeast region of the U.S.

Distinguished Awards:

- ACP Pacemaker Finalist (2018)
- ACMA Overall Best Newspaper (2017, 2018, 2019)
- 1st Place Page Layouts: Sports (2018, 2019), Features (2018), Editorial (2019)
- 1st Place On-site Layout Competition (2019, 2020)

Harding University Trustee Scholar

Full-tuition scholarship that is awarded to 25 incoming freshmen each year based on academic achievement.