

# Darrian Bagley

## Digital Marketing & Graphic Design

✉ [dbagley1@harding.edu](mailto:dbagley1@harding.edu)

☎ [\(813\) 421-3829](tel:(813)421-3829)

🌐 [darriandesign.com](http://darriandesign.com)

🌐 [.../in/darrian-bagley-38619bb5](https://www.linkedin.com/in/darrian-bagley-38619bb5)

## EXPERIENCE

*June 2020 – Aug 2020*

### SEO Intern Focus on the Family

#### Responsibilities

- Adding and updating website content using Elementor and Wordpress, including designing dynamic custom email marketing forms using HTML, CSS, and JavaScript.
- Developing SEO Plan for new content, organizing articles to target high-quality keywords and Cornerstone content using SEMRush, Google Ads & Search Console.
- Providing support to marketing departments and designing technical solutions to automate processes.

*Jan 2018 – Jan 2019*

### Marketing Intern Goodwill Industries of Arkansas

#### Responsibilities

- Designed graphics for print and web using Adobe CC; created and updating content for the website via Wordpress using HTML, CSS and JavaScript.

#### Accomplishments

- Performed site-wide content and accessibility audit, [implemented redesign](#) and reorganized content to comply with CARF accessibility requirements. Improvements reduced site-wide bounce rate by 15%.
- Updated Google Analytics and Google Tag Manager tracking and implemented data-driven improvements. Automated Google Data Studio reports of KPIs from website and social media.
- Acquired \$10k/mo. Google Ads non-profit grant. Created Google Ads Search campaigns with an average CTR of 18%.

*Jan 2017 – May 2020*

### Head Editorial Graphic Designer The Bison Student Newspaper

#### Responsibilities

- Designed informative [editorial graphics](#) within short deadlines including: Infographics, illustrations and type design. Designed engaging full-page layouts and 2-page spreads for in-depth visual storytelling and special edition content.
- Collaborated with section editors and photographers to layout page content and brainstorm visual elements for each story; communicating with and delegating to my assistant designer and the staff illustrator.

**Credited Awards** - ACP Pacemaker Finalist ('18) || ACMA Overall Best Newspaper ('17, '18, '19), 1st Place Page Layouts: Sports ('18, '19), Feature ('18), Editorial ('19)

## SKILLS

**Google** Ads Certified (Search), Analytics, Tag Manager, Data Studio

**Adobe** Illustrator, InDesign, Photoshop, After Effects, Premiere

**Microsoft** Powerpoint, Excel, Word

**Wordpress, Wix, & Divi**

Intermediate HTML, CSS, Javascript

## EDUCATION

**Harding University**, Searcy, AR

Bachelor of Arts (B.A.), Advertising, 3.3 GPA  
August 2015 - May 2020

**Activities and Societies:** AIGA, PRO (PR Organization), BSA, SPJ, Trustee Scholar, Honors Council