

# Darrian Bagley

Digital Marketing Specialist & Web Designer

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## Work Experience

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### Digital Marketing Specialist

**Focus on the Family** - Colorado Springs, CO

*Aug. 2020 to Sept. 2021*

#### Responsibilities

- Manage and monitor 12 web properties which collectively received over 45 million sessions in 2020.
- Develop web applications hosted on WordPress using HTML, CSS, JavaScript, jQuery, and PHP.
- Monitor and update Google Analytics, Search Console, and Tag Manager properties. Implement user-engagement tracking and build analytics reports according to marketing objectives using Microsoft Power BI.

#### Featured Project

I independently designed and developed a "Find a Counselor" website which allows approved counselors to create and edit their profile. Users search for counselors by location and the search results 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*

- Created and updated digital content using Elementor and WordPress including: landing pages, multimedia content, dynamic email marketing templates, and contact forms using HTML, CSS, JavaScript, and Elementor.
- Developed SEO Keyword blueprints for new content, organizing online articles to target high-quality keywords and Cornerstone content using SEMRush, Google Ads & Search Console.
- Built robust automated processes for uploading and distributing podcast content using Zapier, 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

- Audited the website for CARF accessibility compliance, redesigned pages and updated site content to comply with the requirements. Improvements to site layout reduced the site-wide bounce rate by 15%.
- Managed Google Analytics and Tag Manager tracking, analyzed user data, and implemented data-driven UX improvements. Created automated Google Data Studio reporting for website and social media data.
- Acquired Google Ads non-profit grant providing \$10k/month credit towards Google Ads campaigns. Planned and executed search 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 engaging full-page layouts and 2-page spreads for special edition content.
- Collaborated with section editors and photographers to layout page content and create visual assets for articles, communicating with and delegating to my assistant designer and the staff illustrator.

## Education

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### **B.A., Advertising**

Harding University - Searcy, AR

Aug. 2015 to May 2020

3.3 GPA

## Certifications and Licenses

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### **Google Ads - Fundamentals**

May 2019 to May 2020

### **Google Ads - Search**

May 2019 to May 2020

### **Google Analytics Individual Qualification**

Dec. 2020 to Dec. 2021

## Skills

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### **Google Marketing Platform**

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Search Console
- Google Data Studio

### **Web Design**

- HTML, CSS, JavaScript
- Wordpress
- Elementor
- UI/UX Design

### **Adobe Creative Cloud**

- Photoshop
- Illustrator
- InDesign
- Acrobat

### **Graphic Design**

### **Social Media**

### **Office 365**

## Awards

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### **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 most professional student publications in the Southeast region of the US.

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 awarded to 25 incoming freshmen each year.