

DarrianBagley

Marketing and Graphic Design

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Experience

The Bison - Student Newspaper - *Editorial Graphic Designer*

[Jan 2017 - PRESENT](#)

- Designed editorial graphics including infographics, illustrations, and full-page layouts using Illustrator, InDesign, and Photoshop.
- Analyzed complex datasets using MS Excel and Google Data Studio to find insights and build inventive, interesting and digestible infographics to accompany complex stories.
- Collaborated with section editors to creatively incorporate graphic elements in page layouts and brainstorm creative, substantive visual design to accompany stories.

Goodwill Industries of Arkansas - *Marketing Intern*

[Jan 2018 - Jan 2019](#)

- Designed graphics for social media, the website, store signage, and other printed projects, including the 2018 Annual Report.
- Executed sitewide design and accessibility audit, implemented a substantial redesign and restructuring to conform to best practices and accessibility requirements. Changes reduced site-wide bounce rate by 15%.
- Updated and added content to the website via WordPress. Used HTML, CSS and JavaScript to develop store locator and responsive infographics.
- Updated Google Analytics and Google Tag Manager tracking, regularly implemented data-driven improvements. Streamlined site navigation. Automated Google Data Studio reports of website and social media KPIs.
- Acquired \$10k/mo. Google Ad Grant. Revised old search campaigns to be Google Ads Policy compliant. Designed and implemented search campaigns with an average CTR of 18%.

Harding University Honors Council - *Director of Marketing*

[Jan 2016 - Aug 2018](#)

- Planned and executed event marketing using social media, email, and print advertising. Designed promotional posters, graphics and mailers. Delivered event announcements in front of the student body.

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Skills

Google Ads Certified

[\(Search, 2019\)](#)

Google Analytics and Tag Manager

Google Data Studio

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

Microsoft Excel

Organizations

Trustee Scholar

Honors Council

Student Publications

Black Student Association

AIGA

Awards

ACP - Newspaper Pacemaker Finalist [\(2018\)](#)

CMA - Apple Award - 3rd Place Best Newspaper [\(2019\)](#)

ASPA - 1st Place Scholastic Newspaper Classification [\(2018, 2019\)](#)

ACMA - Overall Best Newspaper [\(2017, 2018, 2019\)](#)

ACMA - 1st Place Sports Layout [\(2018, 2019\)](#), 1st Place Feature Layout [\(2018\)](#), 1st Place Editorial Layout [\(2019\)](#)

SEJC - 1st Place On-Site Design/Page Layout Competition [\(2019\)](#)

Education

Harding University, Searcy, AR

Bachelor of Arts (B.A.), Advertising

[August 2015 - May 2020](#)