

DEVON MORDEN

CONTACT INFORMATION

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SKILLS

- **Root Cause Analysis**
- **UX Design**
- **Project Management** (Agile, SAM, ADDIE — Waterfall)
- **Web Design** (HTML, CSS, JavaScript, Technical SEO, Web Accessibility; Learning: Node.js, Express, React)
- **Marketing** (SEO, PPC Advertising, Social Media Marketing)
- **Instructional Design**
- **Data Analysis**

WORK EXPERIENCE

FREEMAN'S

- **Technical Project Manager** (June 2022 — Present)
As a technical project manager for Freeman's, I have worked with our digital marketing manager and chief technology officer, as well as their counterparts at our sister company, to develop the business case for a website upgrade. I have conducted the planning and management of the search for providers and have developed a project communication platform on Wix to facilitate updates, scheduling, and document-sharing. I have also worked to develop solutions to optimize our current website.
- **Biddable Marketing Coordinator** (December 2022 — Present)
As the Biddable Marketing Coordinator, I am responsible for creating and analyzing PPC campaigns through Google Ads, Facebook Business Manager, and LinkedIn. In this role, I frequently work with department specialists to develop campaigns that fit their needs and marketing best practices. In this role, I have grown our PPC presence, overseen a significant increase in conversions, and I have reduced our bounce rate by over 50%. I have also implemented strategies to improve conversion quality.

- **Social Media Coordinator** (January 2021 — December 2022)
As Social Media Coordinator, I was responsible for developing our social media schedule and posts. In this role, I grew our presence on social media platforms and increased conversions.
- **Marketing Assistant** (February 2020 — January 2021)
As a marketing assistant, I supported initiatives to improve brand awareness and content marketing.

THE BRYN MAWR SCHOOL FOR GIRLS

- **Middle School Diversity Coordinator** (August 2016 — December 2018)
As the Middle School Diversity Coordinator, I lead the initiative to create a K-12 diversity curriculum. I also lead the creation of an LGBTQIA affinity group and expanded this to further affinity groups (including facilitating the creation of a Black Student Affinity group). Throughout my tenure I developed an implemented diversity training for middle school faculty and implemented regular diversity programming for our students.
- **Middle School Latin Teacher** (August 2014 — July 2019)
As the Middle School Latin Teacher, I taught Latin 1A and 1B. As these were a sixth required academic class for students, I worked with my administrator yearly to develop new curricula that would best suit our students' needs. I worked vigilantly to modernize our learning methods while still preparing students for the track to the AP Latin exam.

EDUCATION

OREGON STATE UNIVERSITY

Certificate in Instructional Design (2022)

UNIVERSITY OF CAMBRIDGE

MPhil in Indo-European Linguistics and Classical Philology (2012)

GPA: 3.33 overall, 4.0 on thesis (1st)

VILLANOVA UNIVERSITY

MA (incomplete) in Classics

GPA 3.44

URSINUS COLLEGE

BA Classics and Linguistics; K-12 Teaching Certification

GPA 3.89 (Summa Cum Laude and Distinguished Honors); 3.87