

AUSTIN J. SIMPKINS

DIGITAL DESIGNER / DEVELOPER / MARKETING SPECIALIST

A digital designer, developer, and marketing specialist based in Long Beach, California helping companies with achieving high converting websites and exceptional digital marketing strategy. Key skills include: website development, branding, ux/ui, drone photography, digital marketing services (marketing automation systems, lead nurturing, content marketing, email marketing, social media). Experience with working in a collaborative teams approach, yet able to work independently when needed. Communicates effectively at all levels with clients and colleagues alike and thrives on responsibility and challenges.

EXPERIENCE

- 2018 - Current** • **TUSK CREATIVE STUDIOS**
Founder
Tusk Designs is a Long Beach digital agency focused on scaling businesses digital presence to enable them to reach their full online potential. We offer website development, branding, ux/ui, drone photography, digital marketing services.
- 2020 - Current** • **UNIVERSITY OF CALIFORNIA IRVINE**
Teacher Assistant
Lead discussions, grade assignments, managed communication between students and teaching staff, and prepared course material for the following classes:
- UX/UI Course
- Digital Marketing Course
- 2018 - 2019** • **SELDAT DISTRIBUTION, INC. & BLU LOGISTICS**
USA Product Marketing Strategist
Marketing and development strategist collaborating with cross functional, international teams to bring a profitable portfolio of 3PL products and services to market on time and on budget that address customer needs and evolving industry dynamics.
• Collaborated with the Blu's global marketing and sales teams in LATAM to make informed marketing decisions that would benefit the wider company and optimize resources.
• Supported the sales team including the following activities but not limited too: Salesforce, lead research, go-to-market collateral, sales material, and competitive intelligence information to drive demand and enable sales team initiatives.
• Strategically developed digital marketing strategies that align with the wider Blu organizations goals and future outlook via website, email marketing, social media and SEO.
• Research and development of new customer on-boarding process (utilizing HTML, CSS JavaScript, Node.js).
- **Product Marketing Strategist**
• Accountable for marketing activities covering warehousing, distribution, fulfilment, transportation, cold chain logistics, last mile delivery, staffing (recruitment process outsourcing), customs brokerage, and international freight forwarding
• Strategized and developed email campaigns
• Develop go-to-market collateral, sales material, and competitive intelligence information to drive demand and improve sales team initiatives
• Launch new websites and redesign legacy sites to build the ongoing relationship with customers and prospects
- 2016 - 2018** • **OCEANSTAR, INC. (MERGED W/ SELDAT DISTRIBUTION, INC. 2018)**
Marketing and Sales Strategist
Developed and improved marketing initiatives to increase top funnel leads. Designed brochures, presentations, and maintained company website . Led the digital marketing initiative that help establish them with a strong online presence.
• Developed an online marketing communication strategy via website, email marketing, social media and SEO.
• Collaborated with senior leadership to structure and streamline the sales process

Long Beach, CA USA

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EDUCATION

BS, BUSINESS MARKETING

California State University of Long Beach

UX/UI BOOTCAMP

University of California Irvine

SKILLS

UX / UI Design



Adobe Creative Cloud



Wordpress



Salesforce Marketing Cloud



Email Marketing



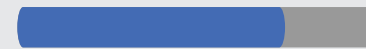
Google Marketing Suite



Print Design



HTML / CSS / JS



CERTIFICATIONS

