

Lydia Alford

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Performance Summary:

- Strong communicator, both visually and written, confidently delivers presentations
- Analytical
- Empathetic Leader
- Community Builder
- Diplomatic

Work Experience:

Content Developer at University of Phoenix; Austin, TX; full-time, (2020-current)

- Partnered with product teams to implement cross-functional change
- Increased the B2B partnership by 27%
- Re-built internal web pages to increase traffic and effectiveness by 30%
- Conducted user research through surveys, interviews, and focus groups

Finance Advisor at University of Phoenix; Dallas, TX; full-time (2018-2020)

- Analyzed data and researched financial accounts
- Worked with students to balance their accounts

Advertising and Marketing at Skyview Ranch; Millersburg, OH; full-time, (2011-2016)

- Worked in a fast-paced environment with various stakeholders to build campaigns
- Created essential HTML and CSS content using Dream Weaver
- Worked with developers, finance, marketing, and HR to create content for stakeholders

Skills:

Figma, Sketch, Miro, Adobe CC, HTML, CSS, PowerPoint, Microsoft Office, managing end-to-end research, qualitative and quantitative UX research, Agile methodology, UX Design,

Education:

Bachelor of Business in Advertising and Public Relations with a minor in Graphic Design, Pensacola Christian College, 250 Brent Lane; graduated Fall 2018