**Lydia Alford**

811 Ferrara Circle, Unit A, Temple, TX 76502    phone number: xxxx xxxxxxxxxxxxxxxx@gmail.com

**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