

Mo Bala

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EXPERIENCE

Google Digital Marketing & E-commerce certification, online Coursera — *Digital marketing & E-commerce*

PRESENT 2024

- Essential digital marketing and e-commerce skills through comprehensive training in tools and platforms
- Courses cover strategy development, customer engagement, analytics, e-commerce store management, and customer loyalty building
- Gain expertise in SEO, e-commerce, email marketing, display advertising, and general marketing practices

Zero to Mastery, Online Course— *Web & Mobile Design*

December 2022 - January 2023

- Craft visually aesthetic web and mobile projects
- Proficiency in Figma, utilizing its application for diverse design requirements
- Transform designs into dynamic HTML and CSS websites
- Development in both web and mobile design principles, from concept sketches to polished high-fidelity and customer-friendly designs
- Employ the latest UI/UX trends and industry standards to deliver exceptional user experiences

Mark's Pizzeria, Geneva NY— *Cashier Sales Associate*

December 2022 - May 2023

- Cashier Sales Associate position at Mark's Pizzeria, Geneva NY
- Responsibilities include cashier duties and customer service tasks
- Provide efficient and friendly service to customers
- Process transactions accurately and handle payments
- Assist in maintaining cleanliness and organization of the store
- Collaborate with team members to ensure smooth operations

Bristol Field House, Geneva NY— *Student Worker*

August 2022 - December 2022

- Provided orientation for new members joining fitness center
- Enforce fitness center policies

SKILLS

1. Digital Marketing Analytics & Strategy Development
2. E-commerce Strategy Implementation
3. Customer Engagement & Loyalty Techniques
7. Search Engine Optimization (SEO)
8. Email Marketing Campaign Management
9. Display Advertising Management
11. Canva & Figma Design Proficiency
12. HTML, CSS, Javascript Website Development and Template editing
13. UI/UX Design Principles Application
17. Design-to-Development Workflow Expertise

Relevant Coursework:

Media and Society, Cultures of Advertising, Media Industries, Writing and Rhetoric

Hobart William Smith Theatre, Geneva NY — *Theater Assistant*

September 2021 - November 2021

- Scribed notes of production rehearsal
- Assisted with set design

DreamCatchersFoundation, Remote — *Web developer*

June 2020 - August 2020

- Edited website architecture for immersive user experience
- Updated website inventory of company achievements
- Used Wordpress to implement website themes and plugins

EDUCATION

Hobart and William Smith Colleges (HWS) , Geneva NY — *Media and Society*

December 2022

Dynamic interdisciplinary curriculum exploring the relationship between media and society. Adaptable skills to navigate technological, economic, and social changes. Emphasizes hands-on experience and critical analysis of media forms. Understanding of power dynamics and social inequalities within media.