

## William Sutton

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[https://wesutton.github.io/wesuttonportfolio.github.io/#main\\_section](https://wesutton.github.io/wesuttonportfolio.github.io/#main_section)

### **Objective:**

Adaptable professional with a background in web development, design, digital marketing, and automation, seeking the opportunity to utilize strong creative thinking and problem-solving skills in a digital marketing role.

### **Education:**

- **Eleven Fifty Academy, Web Development Immersive Learning Program, Indianapolis, IN, August 2021**
  - 12-week immersive learning program for Web Development taught with industry-guided curriculum, real-world project-based learning, and 500+ hours of logged coding time and training
- **Indiana University, Bachelor of Science in Public Affairs, Bloomington, Indiana, May 2020**

### **Key Skills:**

Problem solving, troubleshooting, creativity, visual communication, collaboration, project management, HTML, CSS, Adobe Photoshop, Canva, Campaign Monitor, OmniSend, BentoBox, A/B testing, Microsoft Power Platform, automation, Google Ads

### **Professional Experience:**

**HighTech Ventures, Indianapolis, IN**

July 2022 – Present

*Marketing Associate*

- Carried out daily marketing tasks in communication with management and consultants for said company's properties including The Bulldog Bar and Lounge.
- Created and implemented marketing materials such as, menus, event posters, social media graphics, and business cards to further customer engagement.
- Responsible for developing and running email campaigns for The Bulldog Bar and Lounge with an average open rate of 30%.
- Managed website content through Bento Box and identified SEO meta tags to improve CTR.

**RoboSource, Fishers, IN**

January 2022 – March 2022

*RPA Developer*

- Developed Cloud and Desktop flows using Microsoft Power Platform (MPP) to automate day to day business tasks for clients to allow them to reallocate resources and increase efficiency.
- Integrated Azure queues and API calls into MPP processes and conducted end to end testing to optimize runtimes.
- Created templates using HTML and CSS for emails that are sent to RoboSource clients which improved brand identity.

**Pfortune Art and Design, Indianapolis, IN**

August 2020 - January 2022

*Contracting Assistant*

- Job-shadowed owner to gain understanding of complexities of operating a business while reducing time needed to complete jobs and increase productivity of other employees by taking on extra tasks where needed.
- Negotiated with customers to comply with requirements based on company resources providing a high percentage of satisfaction.

### **Certifications:**

CIW Advanced HTML5 and CSS3 Specialist, December 2021

Google Ads Search Certification, October 2022

Google Fundamentals of Digital Marketing, January 2023