

ADAM BERRY

CONTACT

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🌐 www.imadamberry.com

SKILLS

- HTML5, CSS3, PHP
- Adobe Photoshop, Illustrator, InDesign & XD
- Google Ads certified, Search & Display
- Google Analytics
- Facebook advertising
- LinkedIn advertising
- Digital marketing & SEO platforms such as WordStream, SEMrush, Moz, Marin, Google Ads Editor
- AP style
- Microsoft Office
- Mac OS
- Commercial print production

REFERENCES

Available upon request

EDUCATION

Master of Arts in Mass Communication, Web Design & Online Communication

University of Florida, 2014

Bachelor of Science in Journalism

University of Florida, 2007

EXPERIENCE

Digital Director

Wingard | Jacksonville | Sept. 2014–Present

- Worked my way up from a front-end web developer to the digital director, leading a team of six in building websites and developing and managing digital marketing campaigns
- Build custom WordPress themes as well as themes based on Divi framework
- Meet with clients to discuss marketing and website goals and report on campaign performance
- Manage Facebook, Google, Pinterest, and LinkedIn ad campaigns for clients as well as build live dashboards with Google Data Studio for transparent reporting
- Pitch new business for web development and digital marketing

Operations & Development Manager

Printing.com | Jacksonville | Jan. 2009–Sept. 2014

- Worked my way up from a graphic designer to a business development manager to operations & development manager
- Supported 40+ franchisees in Florida and Georgia via phone calls, emails, and on-site visits
- Taught corporate design, marketing, and sales curriculum to all incoming franchisees
- Recorded training videos and created all help documents for use in online support
- Tested and implemented network-wide development updates before launch