

Josh Jennings

Web Designer & Conversion Rate Optimization Specialist

PORTFOLIO

jenningscreate.com

CONTACT

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Geek Powered Studios

PROJECT MANAGER | MAY 2020 - PRESENT

- Led the creation of a company wiki website on Wordpress
- Established scalable processes for client marketing strategies
- Coordinated scheduling of projects for over 50 clients
- Managed and prioritized workloads for team of 15 employees among SEO, PPC, web design, and email departments

MARKETING STRATEGIST | JUL 2019 - MAY 2020

- Managed a team of web design, SEO, and PPC specialists
- Monitored client performance metrics with lead generation conversions and ecommerce purchases
- Planned marketing strategies for each client
- Develop company processes and best practices

CONVERSION OPTIMIZATION SPECIALIST | MAR 2019 - JUL 2019

- Designed and built websites on Wordpress and Shopify
- Established UX/CRO web design best practices to ensure quality standards on every website
- Established wireframing process with persona analysis, competitor research, and conversion rate optimization
- Conducted A/B testing experiments with Google Optimize
- Introduced Adobe XD and Webflow to speed up design time and iteration cycles

IgnitedLocal

MANAGER OF DESIGN & DEVELOPMENT | OCT 2018 - MAR 2019

- Managed and trained a team of web design contractors
- Conducted UX research and user testing on proprietary

DESIGN

- Adobe XD/Sketch/Figma
- UX & Wireframing
- Persona Development
- Adobe Photoshop
- Adobe Illustrator
- Invision Prototyping
- Video Production

CODING

- HTML/CSS
- Javascript/jQuery
- Wordpress (PHP)
- Shopify (Liquid)
- Webflow
- CSS Animation

MARKETING

- Strategy
- Copywriting
- SEO
- Google Ads
- Facebook Ads
- Email Campaigns

ANALYTICS

- Conversion Rate Optimization
- A/B Testing
- Google Analytics
- Google Tag Manager
- Google Optimize
- Hotjar (Heatmaps)
- Google Search Console

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- SeedLogix CMS and website builder
 - Worked directly with client to understand their needs and execute a strategy to achieve their business goals

WEB DESIGNER | MAR 2018 - OCT 2018

- Developed a systematic process for wireframing conversion-focused website architecture
- Designed and developed websites with HTML and CSS
- Wrote Javascript & jQuery for custom website functionality

Catalyst Marketing

INTERACTIVE MANAGER | SEP 2016 - MAR 2018

- Managed a team of web design, email, SEO, and PPC marketing specialists
- Worked directly with clients to strategize marketing plans
- Developed team processes for efficiency and scalability, and documented them in company wiki
- Oversaw execution of portfolio-wide integrated marketing campaigns across 25 different student housing properties
- Coordinated and trained freelance SEO specialists

WEB DESIGNER & SEO SPECIALIST | OCT 2014 - SEP 2016

- Designed and developed websites on Wordpress
- Designed and executed regular email campaigns
- Designed brand guidelines for student housing properties
- Developed standardized 12-month SEO process
- Managed over 40 client SEO campaigns on a monthly basis

CREATIVE INTERN | MAY 2014 - OCT 2014

- Designed and built websites with the Divi Wordpress theme
- Designed email graphics and built in Mailchimp
- Designed brochures and print materials

World Class Capital Group

WEB DESIGNER & SEO CONSULTANT | 2015

- Designed websites on Wordpress for real estate properties
- Provided SEO recommendations for national storage companies
- Coordinated a team of interns for rapid development

- SEMRush + Moz

EDUCATION

Concordia University Texas

B.A. Degree in
Communication, Public
Relations

Pierpont Communication

PUBLIC RELATIONS INTERN | 2014

- Drafted news releases and pitch emails
- Designed public real estate data reports for the Texas Association of REALTORS®
- Secured over 40 media hits for clients in various industries

Concordia University Texas

STUDENT NEWSPAPER EDITOR | 2014

- Managed a team of writers, copy editors, layout editors, and distribution managers
- Published 12 issues of the “Monthly Spin” over the course of a year
- Researched and wrote articles for each month’s issue
- Re-branded the newspaper and used Adobe InDesign to design the paper every month
- Reached out to outside clients for advertising opportunities