

Pam Davis



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pamcdavis1

EDUCATION

GOOGLE CERTIFICATION

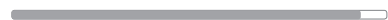
ADWORDS, ANALYTICS,
DIGITAL SALES, MOBILE SITES
2017

ACADEMY OF ART UNIVERSITY ONLINE

ASSOCIATE OF ARTS
WEB DESIGN: NEW MEDIA
GPA 3.92
2009–2014

SKILLS

WEB/GRAPHIC DESIGN



UX DESIGN



SOCIAL MEDIA



NEWSLETTER PRODUCTION



PHOTOGRAPHY



HTML5/CSS3



WORDPRESS



DOCUSIGN



ADOBE CREATIVE SUITE



PHOTOSHOP



ILLUSTRATOR



INDESIGN



MICROSOFT OFFICE SUITE



PUBLISHER



WORD



EXCEL



EXPERIENCE

GROUP FIVE WEST, INC

JAN 2018–PRESENT

Digital Marketing Specialist

- Design engaging digital media, which includes images, videos, and copy
- Manage social media accounts for clients: Facebook, LinkedIn, Twitter, and Google+
- Manage Google Adwords, Analytics, LinkedIn Ads, and Facebook Ads
- Create digital marketing reports and summaries

DILLARD'S, INC

OCT 2017–JAN 2018

Retail Sales Associate

- Assisted clients in women's traditional clothing department

FROST, PLLC

DEC 2014–OCT 2017

Receptionist / Administrative Assistant

- Answered multi-line phone system and assisted clients upon arrival
- Managed LinkedIn, Facebook, and Twitter social media accounts
- Created Thomson Reuters eNewsletters
- Created internal newsletters using Publisher
- Managed weekly blog posts from Thomson Reuters content
- Assisted with the concept and design of the careers site
- Assisted the HR Director with recruiting, DocuSign, and evaluations
- Planned birthday cake orders, recruiting events, office holiday parties

ROBERT HALF OFFICETEAM

JUL 2014–DEC 2014

Temporary Agent

- Receptionist at a CPA Firm in Little Rock
- Receptionist at a Title Company in Little Rock

UAMS

AUG–SEP 2011

Seasonal Retail Clerk

- Greeted customers upon entry to the store
- Answered bookstore phone and customer inquiries
- Created, maintained, and audited Microsoft Excel spreadsheets
- Audited receipts for customer overcharge reimbursements

VOLUNTEERISM

MAKE-A-WISH MID-SOUTH

2013–PRESENT

VP of Communications for the LR Young Professionals / Volunteer

- Manage communications and designed materials for events
- Young Professionals t-shirt design artist
- Lip Sync Battle 2017, 2018 - Committee Member / Volunteer

CYSTIC FIBROSIS FOUNDATION

2014–PRESENT

Volunteer

- Taste of the Finest, Breath of Life Gala, & Great Strides

AMERICAN CANCER SOCIETY

2014–2015

Survivor Soiree 2015 - Committee Member

- Created Tickets and Live Auction Paddles for the event
- Donated pottery work to the silent auction
- Raised awareness by requesting local businesses to donate silent auction items

References and PDF Portfolio available upon request