

Pam Davis



CONTACT

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EDUCATION

GOOGLE CERTIFICATION
ANALYTICS, GOOGLE ADS
2020

**ACADEMY OF ART UNIVERSITY
ONLINE**
ASSOCIATE OF ARTS
WEB DESIGN: NEW MEDIA
GPA 3.92
2014

SKILLS

GRAPHIC DESIGN
WEB DESIGN
ADOBE CREATIVE CLOUD
PHOTOSHOP
ILLUSTRATOR
INDESIGN
MICROSOFT OFFICE SUITE
PUBLISHER
WORD
EXCEL
WORDPRESS
CANVA
HTML5/CSS3
DOCUSIGN
ZOOM
YOUTUBE
NEWSLETTER PRODUCTION
PHOTOGRAPHY
RECEPTION
CUSTOMER SERVICE
RECRUITING

EXPERIENCE

GROUP FIVE WEST, INC

JAN–JUL 2018

DIGITAL MARKETING SPECIALIST

- Designed engaging digital media, images, videos, and copy.
- Managed clients' social media: Facebook, LinkedIn, Instagram, and Twitter.
- Managed Google Adwords, Analytics, LinkedIn Ads, and Facebook Ads.
- Created digital marketing reports and summaries.

DILLARD'S

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, and office holiday parties.

ROBERT HALF OFFICETEAM

JUL–DEC 2014

TEMPORARY AGENT

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

VOLUNTEERISM

CYSTIC FIBROSIS FOUNDATION

2012–2020

VOLUNTEER | TOMORROW'S LEADERS MEMBER

- Volunteer for Taste of the Finest, Breath of Life Gala, and Great Strides.

ARKANSAS FOODBANK

2019–2020

HARVESTER MEMBER

- Collaborate with team members regarding annual events.
- Volunteer for events, fundraisers, drives, and banquets.
- Photographer for Empty Bowls 2019.

MAKE-A-WISH MIDSOUTH

2013–2020

VOLUNTEER VP OF COMMUNICATIONS FOR THE LR YOUNG PROFESSIONALS

- Manage communications via email, social media, and phone.
- Design materials for events, training, and email/social media marketing.
- Lip Sync Battle 2017 & 2018 - Committee Member/Volunteer.
- Weekly office volunteer.

References and PDF Portfolio available upon request.