

JOSHUA BACK

DESIGNER

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WORK EXPERIENCE

Lexington Center Corporation May 2017 – Present
Multimedia Designer/Webmaster

- Maintain website content, design landing pages, create promotional advertisements (web and print), and manage email marketing for Rupp Arena, Lexington Convention Center, and Lexington Opera House.
- Designed and developed responsive email templates for Rupp Arena and Lexington Opera House utilizing Foundation 2 for Emails.
- Oversaw website redesign process and launch for all venue websites.
- Design display banners, create social images, and write/curate copy for event digital marketing campaigns.

All Inclusive Outlet Oct. 2015 – May 2017
Web Content Manager

- Coded responsive email designs and implemented automation in Mailchimp.
- Created mobile responsive landing pages using HTML, CSS, Bootstrap, and Javascript.
- Coordinated with marketing, IT, and product teams to ensure that correct promotions and deals were live and available to customers.
- Managed resort content, including descriptions and images, for 300+ resorts and created content for over 40 resorts added to inventory.
- Proofread website copy and newsletter copy for grammar, spelling, formatting, and factual errors.
- Tested site redesign for cross-browser and cross-platform compatibility using BrowserStack.

Freelance Jan. 2008 – Present
Web, Digital, and Print Designer

- Create unique digital and print designs including websites, web graphics, landing pages, logos, banners, flyers, decals, and t-shirts.
- Create responsive Wordpress child themes using barebones theme, bootstrap, plugins, and custom CSS.
- Set up Mailchimp accounts and implement on-site email newsletter signup CTAs.
- Design individual landing pages to drive visitors to specific products.
- Track ad impressions and site traffic using Google Analytics.

EDUCATION

Eastern Kentucky University – Richmond, KY

Bachelor of Science in Psychology
Overall GPA: 3.96, Magna Cum Laude
Class of 2014

Spencerian College – Lexington, KY

Associate in Applied Science - Computer Graphic Design
Class of 2007

TOOLS

Adobe Creative Suite
Balsamiq Mockups

DEVELOPMENT

HTML/CSS
SASS
Bootstrap
Foundation 2 for Emails
Basic Javascript

WORDPRESS

Genesis Framework
Elementor

SKILLS

Digital Design
Visual Design
Responsive Web Design
Responsive Email Design
Landing Page Design
Digital Ad Design & Management