

Joshua Back

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Design

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Dreamweaver
Figma

WordPress

Beaver Builder
Elementor
GeneratePress
Advanced Custom Fields
RankMath & Yoast
WooCommerce

Development

HTML & CSS
Basic Javascript
Bootstrap
Foundation 2 for Emails

Email Marketing

Mailchimp
ActiveCampaign
iContact
Constant Contact

Education

Eastern Kentucky University
Bachelor of Science in Psychology
Overall GPA: 3.96, Magna Cum Laude

Spencerian College
Associate in Applied Science
Computer Graphic Design

Professional Summary

Seasoned web designer with three years' experience in a fast-paced, digital marketing agency and 14 years' freelance experience. Seeking to leverage my wide-ranging digital marketing skills and my design expertise to help deliver industry-leading results and top-notch marketing solutions for clients.

Work Experience

OTS Media

Aug. 2021 – Feb. 2022

Webmaster/SEO Director

- Managed marketing technologies for OnTheStrip.com and OffTheStrip.com including WordPress, web hosting, email marketing, web content, and user management.
- Coordinated with developers and designers to implement sitewide website updates and design changes.
- Implemented and collaborated on SEO strategy which included managing writers, tracking SERP rankings, performing keyword and competitor research with SEMRush, acquiring backlinks, and making on-page SEO recommendations.
- Responded to support requests via email, phone, Slack, Monday, and Google Meet.

EmoryDay

Oct. 2018 – Aug. 2021

Web Designer/Developer

- Completed multiple production tasks (design, development, troubleshooting, etc.) per week, meeting all client project deadlines.
- Designed and developed full websites, landing pages, and email newsletters per project requirements.
- Implemented code development, installed/updated plugins, managed WordPress updates, and troubleshoot errors found on client websites.
- Engaged in client calls to determine project objectives, scope, and timelines.

Lexington Center Corporation

May 2017 – Oct. 2018

Multimedia Designer/Webmaster

- Maintained website content, created venue and event promotion graphics, and managed email marketing (200k+ subscribers) for all LCC venues.
- Oversaw website redesign process and launch for all venue websites.
- Spearheaded Google Ad Grants for Nonprofits application process.
The application was approved awarding LCC \$10k monthly in search advertising.

All Inclusive Outlet

Oct. 2015 – May 2017

Web Content Manager

- Managed web content for 300+ resort pages and wrote content for over 40 resorts added to inventory.
- Tested site redesign for cross-browser and cross-platform compatibility.
- Created responsive landing pages with HTML, CSS, Bootstrap, and JS.
- Coded responsive email designs and implemented automations.

Freelance

Jan. 2008 – Present

Designer / Digital Marketer

As a freelancer, I have worked on a variety of design and marketing projects since 2008. A few of these projects include website redesigns, digital and print asset creation, email marketing, on-page SEO, and website maintenance/troubleshooting.