



Joy Davis

757.502.5526 • joy@dbjandco.com • www.DBJandCo.com

Creative Tech Innovator & Digital Content Producer

Fusing Artistic Flair with Web and Digital Marketing

Skills & Experience

ActiveCampaign

Adobe Creative Suite

Asset & Content Management

Asana

Content Writing & Storytelling

Creativity

CSS

Digital Marketing

Dreamweaver

Email Marketing

Flexibility

Graphic Design

Illustrator

InDesign

Online & Social Paid Ads

Photoshop

PHP

Premiere Pro

Project Management

Self-Starter

Sense of Humor

Virtual / Remote Work

Website Design

WordPress Development

Website Optimization

XHTML/HTML5

Zapier

Zoho One

Recent Work Experience

• Strategic Content Development and Thought Leadership:

- Spearheaded and streamlined creative strategies and meticulously managed assets to enhance brand awareness and understanding.
- Expertly crafted compelling graphics for websites, social media, and online ads, elevating brand's industry presence.
- Crafted visually compelling, physical promotional materials for events, exhibitions, and networking activities..

• Digital Marketing and Web Development Expertise:

- Designed mobile-responsive websites using WordPress, Drupal, and Wix, ensuring optimal user experience.
- Integrated various SaaS tools into WordPress sites, enhancing functionality and user engagement.
- Applied HTML & CSS on WordPress sites, customizing the user experience.

• Campaign Strategy and Execution:

- Conceptualized and executed innovative email marketing campaigns, tailoring engaging content and graphics to resonate with diverse audience segments.
- Collaborated with cross-functional teams to identify key themes and translated them into targeted marketing campaigns.
- Developed and executed content strategies, aligning with the needs of social media, sales, and broader organizational goals.

• Video and Animation Editing:

- Produced complex video compositions utilizing Adobe Premiere Pro, optimized for social media platforms and corporate procedural documentation.
- Created engaging animated GIFs to enhance marketing campaigns.

• Multi-Channel Communication and Copywriting:

- Crafted and deployed mass email campaigns using platforms like Zoho Campaigns, MailChimp and Active Campaign, enhancing customer relationships.
- Authored numerous blog posts to captivate and engage the specific reader demographic.

• Project Management and Team Collaboration:

- Coordinated multiple projects simultaneously, ranging from graphic design to web development, ensuring timely completion.
- Utilized project management tools like Slack, Zoho Projects, Asana, Trello, and Zapier to streamline workflow and enhance team communication.

• Content Performance Monitoring and Innovation:

- Monitored content performance, leveraging insights to make strategic improvements and recommendations.
- Stayed abreast of market trends, generating innovative ideas to capture the attention of desired audiences.

Relevant Work History

- Marketing Manager, Elite Virtual Assistants, 1 | 2023 to present
- Web Design & Automations Manager, Elite Virtual Assistants, 5 | 2021 to 12 | 2022
- Digital Marketer & Project Manager, VaVa Virtual Assistants, 12 | 2019 to 2 | 2022
- Digital Marketer, Web Developer & Office Manager, DBJ & Co., 3 | 2007 to present
- Communications Manager and Web Designer, WILBIO, 10 | 2006 to 4 | 2008

Education

A.A.S., Graphic Design and Multimedia (2006)
 Westwood College • Denver, CO • Dean's List 7 consecutive terms
 Coursework included Business Management and Technical Writing