



John E. Davis

DIGITAL MARKETING

Contact

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Skills Summary

Web Development

Adobe Dreamweaver
WordPress 6.5 "Regina"
HTML5 Canvas
Responsive CSS 4.15
GoDaddy Domain DNS
Google Analytics
Adobe Developer Cloud
PHP 8.3, MySQL Database
Bootstrap v5.3
Shopify E-Commerce

Equipment

MacPro 7,1 24-Core M1 2.7 GHz
Mac OSX Sequoia 15.0.1
Adobe Creative Cloud

Video & Animation

Adobe Animate
Adobe Premier
Adobe Media Encoder
Adobe After Effects
HTML5 Canvas
Java .js embed coding
YouTube Creative Cloud
Xilisoft Video Converter

CMS Platforms

Shopify Cloud
Adobe Experience Cloud
Hubspot CMS

Graphic Production Software

Adobe InDesign
Adobe Photoshop
Adobe Illustrator

About Me

More than 20 years experience in business marketing, video production, website design, web development construction and digital media. Awards for marketing layouts and digital media elements at both the professional and university levels.

Career Objective

A position in Digital Media or Business Marketing where there is opportunity for personal growth and advancement.

Experience

Texas Guitar School - 2022 to 2024

Front End Website Developer

- Creation of both Wordpress desktop and CSS mobile websites.
- Built Shopify E-commerce portal site for student registration.
- Develop HTML5 banner animations. Create YouTube Channel.
- Develop Google Ads web video marketing campaigns.

Claimplus, Inc. - 2020 to 2022

Web Development Project Manager

- Creation of both corporate desktop and mobile websites.
- WordPress platforms with hand coded HTML, CSS and PHP.
- Responsible for creating Social Networking campaigns.
- Created Constant Contact campaign. Manage e-mail databases.

Papa John's Incorporated - 2012 to 2020

Digital Graphic Designer

- Created print collateral for business to business revenue.
- Built online digital website marketing and digital banners.
- Created retail packaging and billboard advertising.

Todd Company Advertising - 1998 to 2012

Website Backend Project Manager

- Graphically created and maintained 40 client web sites.
- HTML5, Responsive CSS and WordPress site builds.
- Used GoDaddy CPanel VPS Hosting and MySQL Database.
- Created website graphics with Adobe Creative Suite.

Education

The University of Texas - Arlington

1994 - 1998

Bachelor of Fine Arts Degree

Major: Digital Marketing

Internship: Fort Worth Star-Telegram 1997 - 1998

San Antonio College

1992 - 1994

Associate of Arts Degree

Major: Graphic Design

Collegiate Work: Ranger Newspaper Design Editor