

# Daniel R. Simmons

Inspired, motivated, and self managed analyst with proven skills in web design, web content management and strategy, user-interface design, and illustrative artwork. Demonstrated success in problem solving and working with others to meet and exceed expectations of co-workers and customers.

## EXPERIENCE

### **Mission to the World, Webmaster/Graphic Designer**, February 2016–Present

- Maintain website and branding of over 3,000 pages with an average of 6,000 views per day. Utilize custom CMS to update content, to illustrate pages, and to troubleshoot technical errors. Write and edit page copy to best accomplish marketing goals.
- Track, analyze, and gather data on user activity on company website by using Google Analytics and heatmaps. Compile excel reports to track marketing KPIs.
- Build and implement new website modules to improve website user-experience. Create and submit PSD wireframes and mockups to developers and work with them to test and make changes.
- Write and manage Google Adwords campaigns and track conversions with Google Tag Manager. Increased website conversion rate by 10%.
- Design a variety of brand-compliant print booklets, flyers, handouts, and programs for 6 conferences and events. This includes a program and artwork for the 2017 PCA Global Missions Conference in Dallas, TX with over 4,000 attendees.
- Member of a team of advanced users who train team members and other fellow employees on new company software.

### **Christian Authors Guild, Webmaster**, April 2013–August 2018

- Managed 50 page Wordpress website, developed logo, and designed ads, email blasts, and a program for a writing conference.

### **Design Muses, Designer**, January 2014–February 2016

- Designed logos, print media, and Wordpress websites for clients in order to boost their image and branding.

### **Mars Hill Presbyterian Church, Designer**, October 2015–February 2016

- Designed and typeset signs, flyers, bulletins, web and social media.
- Managed online presence via updating content and monitoring website design & layout.

### **Mossa via The Creative Group, Contract Designer**, July 2015–August 2015

- Assisted in the creation of 12 new logos for branding, workout programs, and product campaigns—modernizing and updating the design.
- Placed new logo onto pre-existing advertising collateral and established brand uniformity.

### **EBSCO Media, Intern**, May–August 2013

- Collaborated with production technicians for pre-press printing—advised on paper type, coating, imposition, and color-proofing.
- Consulted with clients on their needs and advised direction for their projects.
- Created logos, branding, and layouts including branding for Union Hill Publishing.
- Utilized Dreamweaver to code and maintain custom HTML/CSS website.
- Worked with marketing team on creating and implementing a marketing campaign.
- Designed cover art and typeset pages for client booklet in addition to overseeing the printing and delivery of 10,000 copies.
- Assisted in the re-design of branding, print collateral, and media resources using Adobe InDesign, Photoshop and Illustrator for EBSCO.

## CONTACT

danielrobertsimmons@gmail.com  
(678) 471-9854

Portfolio available upon request

## EDUCATION

**Samford University**,  
Bachelor of Fine Arts in Graphic Design—December 2013

## SKILLS

Adobe Creative Cloud—  
Adobe Indesign, Photoshop, Illustrator, Dreamweaver, Adobe Acrobat Pro, Microsoft Office suite, Google Adwords, Google Tag Manager, SEO, Wordpress CMS, HTML, jQuery, CSS, Fontographer

## AWARDS & ACCOMPLISHMENTS

- Dean's list August 2010–May 2011
- Artwork selected for show in Samford University's juried art gallery show of Spring 2011.

## VOLUNTEER WORK

### **Samford University**

- August 2012–December 2013  
Member of In-Reach and Communications Media team at Reformed University Fellowship
- August 2012–December 2013  
Designed posters for student organization's events.