

Nick Rogers
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Education

Winthrop University
Bachelor of Science, Digital Information Design: Digital Commerce

(May 2015)

Work Experience

Advantage Insurance, LLC, Digital Marketing and Web Administrator Intern *(September 2015- Current)*

- Responsibility in organizing, creating, analyze and report findings for various marketing campaigns
- Analytic tracking consist of: campaigns, sales, lead sources, referrals, traditional marketing, and social media
- Social Media Tracking: Weekly Reports, Content, # of post, reach, engagement, post-time, ect..
- Web Analytics: Bounce rate, form submissions, lead source, organic searches, content response, UI solutions
- SalesForce and Mailchimp data analysis of monthly and quarterly reporting.
- Online forms syncing to create account with lead source information.
- Digital marketing and content creation
- Information Architect
- Web Content Management Systems
- Google Adwords, Facebook Ads, Google Analytics, SEO and Social Media Coordinator
- --Web Design still under construction--

Socastee United Methodist Church, Freelance Web Design *(October 2015- Current)*

- Web Server Management
- Information Architecture / Content Inventory / Content Creation
- Monthly Updates / Calendar Update
- Color scheme, Typography, User Interface Design

Camp Hands of Hope Freelance Video Editor *(December 2015- January 2016)*

- www.ricknogers.com
 - YouTube → Camp Hands of Hope Fall Camp 2015 (Hospice and Palliative Care)

Pitas Mediterranean Restaurant, Freelance Web Design/Development *(August 2015- November 2015)*

- Content Inventory / Digital Design / Information Architecture
- Web Server Administration
- Project Management
- Search Engine Optimization

Rockin Rivers Expeditions, Freelance Web Development Project *(May 2015- Current)*

- Project Manager
- Graphic Designer / Front-End Web Developer
- Asynchronous JSON information packaging
- Information Architect / Wireframes / Content Inventory
- Web Server Administration / Billable Maintenance
- E-commerce

Winthrop University Galleries, Web Development Team Project *(January 2015 – May 2015)*

- Project Manager and Account Leadership
- Information Architect / Marketing Research
- Front-End Development w/assistance of Elliot Freeman
- Client Relations and manage expectations throughout the project.
- Usability Testing