

BRITTANY DAVIS-MORRIS

Website and Digital Marketing Professional

ABOUT ME

Seeking a leadership position applying creative problem solving and digital marketing strategy to achieve maximum brand efforts.



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EDUCATION

Bachelor's Degree in Computer Science
Southern University (SUBR), 2009

Certificate in Web Design
Lone Star College, 2013

Certificate in Web Development
Lone Star College, 2013

TECH SKILLS

WORDPRESS CMS

MAILCHIMP/KLAYVIO

SOCIAL MEDIA APPS

GOOGLE PRODUCTS & SERVICES

ADOBE PRODUCTS

EXPERTISE

LEADERSHIP & SELF-MANAGEMENT

MARKETING FORESIGHT

TEAMWORK & COLLABORATION

DIGITAL MARKETING

CONTENT CREATION

EXPERIENCE

WEBSITE DESIGN & DEVELOPMENT

- Created and managed over 25 websites using content management systems such as WordPress, Drupal, Squarespace, Wix, etc.
- Implementing SEO techniques to increase brand awareness and traffic on search engines.
- Strategized front-end, back-end, UI/UX, content placement, and branding for company websites with Divi, Elementor, WPBakery, and WooCommerce.

12
YEARS OF
EXPERIENCE

TRADITIONAL MARKETING/DIGITAL MARKETING

- Executed marketing and digital marketing strategies with campaigns to increase revenue and drive traffic and brand awareness.
- Created and maintained social media content calendars, email marketing, and digital marketing efforts while tracking and analyzing data from campaigns.
- Strategizing content/collateral and using marketing foresight to test market trends and market experiments.

7
YEARS OF
EXPERIENCE

CONTENT CREATOR

- Experience in blogging, video editing, copywriting, photography, scriptwriting, and graphics.
- Partnered with household brand names for specific marketing campaigns for products and services.
- Leveraging social media content to engage and building trust while forming an authentic community.

12
YEARS OF
EXPERIENCE