

# DORIAN WOODSON

D I G I T A L   M A R K E T E R

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## PROFILE

Driven college student pursuing a Bachelor's in Digital Marketing, already possessing an Associate's Degree in General Studies. Aiming to use my understanding of Marketing tools and Graphic Design skills to gain experience and bring innovation to a potential employer.

## SKILLS

- Adobe Creative Cloud Suite
- Communication
- Email Newsletters
- HTML, CSS, PHP
- HubSpot
- Java, Python
- Leadership
- Microsoft 365
- MATLAB, SPSS

## EXPERIENCE

### MARKETING STUDENT WORKER

Southwest Baptist University

August 2022 - Present

- Coordinated interviews with new employees for a "Bearcat Spotlight" interview portion
- Collected, designed, and dispersed information for a campus-wide internal newsletter for SBU, *The Bearcat News*

### MARKETING INTERN

First State Community Bank

May - August 2022, December 2022 - January 2023

- Created custom Graphic Design items based on client requests
- Conducted data analysis on customer satisfaction survey data
- Organized and redesigned the design guide and marketing portal

### SUBSTITUTE TEACHER

St. Paul Lutheran School

Seasonal December 2020 - January 2023

- Taught elementary & middle-school students based on given lessons
- Created and coordinated lessons, classwork, and quizzes pertaining to relevant information from students' textbooks

## EDUCATION

### BACHELOR'S IN DIGITAL MARKETING

Southwest Baptist University

2020 - will graduate May 2024

### ASSOCIATE'S IN GENERAL STUDIES

Mineral Area College

Graduated May 2020