

# ANNA DOOLEY

DIGITAL MARKETING STRATEGIST + UX/UI DESIGNER



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November  
2020 - May  
2021

## UX/UI Designer

Kin + Carta

Performed user research for of clients including user interviews and other exercises to find the solution for effective user experiences in all elements of the clients website

Assembled mid-fidelity wireframes with rounds of client reviews to nail down foundational elements of the experience

Built complex and interactive prototypes utilizing ProtoPie to provide the closest experience to a live site for user testing. Interactive form fields, conditional form logic and routing

October  
2020 - May  
2021

## UX/UI Design Bootcamp

University of Oregon

Executed user research for the development of applications and website redesigns through persona building, user interviews, affinity diagrams, user journey builds and more

Designed user interfaces with a focus on smooth and effective user experiences. Identified using I like, I want, I wish ideation, user flow builds, wireframing and user testing

Applied front end development learnings by coding the web redesigns after completing UX and UI design phases

July 2019-  
October  
2020

## Digital Marketing Strategist

Ideas Collide

Developed multi-channel marketing automation strategies to drive engagement and exceed KPIs while ensuring a seamless end to end user journey

Utilized triggered comms, landing pages, dynamic content and intricate mini campaigns within an ecosystem of digital experience to drive 150% overachievement of goals

Produced complex, clear and appealing visual presentations to present in-depth strategies and campaign goals to clients

Optimized digital marketing strategies through A/B testing and research into the CRM and campaign data to determine gaps in user experience and needs

Nourished client and cross-functional relationships through clear communication, collaboration and welcomed acceptance of feedback

Worked cross-functionally to highlight each teams' strengths to guarantee high quality work and project execution

Responsible for testing and building complex segmentation to certify targeted campaigns with personalized user experiences to capitalize on engagement

Presented complex strategy pitches to top tier clientele and highlight digital strategy team's expertise in marketing automation, reporting, and SEO

July 2017 -  
June 2019

## Digital Marketing Specialist

Ideas Collide

Designed complex reporting decks and dashboards to track and clearly present campaign performance and overall impact on KPIs

Self-taught Search Engine Optimization and earned recognition as sole SEO specialist within the agency

Implemented SEO best practice guidelines for all clients across the company

Executed multiple back end SEO elements for website redesigns including meta data, redirects, site maps, Google Search Console and much more

Managed Facebook and Instagram Ads for various clients driving low cost per click for video, carousel and static feed ads

June 2016 -  
July 2017

## Digital Marketing Coordinator

Central Oregon Visitors Association

## ABOUT ME

*A creative, energetic, and self-motivated professional seeking a dynamic and challenging team environment to further develop my skills and knowledge of all facets of UX/UI Design and marketing.*

## SKILLS



ADOBE SUITE



ELOQUA



MICROSOFT SUITE



FACEBOOK AD MANAGER



FIGMA



GOOGLE ANALYTICS + SEARCH CONSOLE



VISUAL STUDIO CODE



MIRO

## EDUCATION



### Oregon State University

2011-2015

Bachelor Degree  
Digital Media  
Communications

## INTERESTS



REFERENCES AVAILABLE  
ON REQUEST