

Lydia Williamson

Dayton, Ohio
(513) 755-7892
lydiawdesign@gmail.com

EDUCATION

Ohio State University, Ohio — *Full Stack Coding Bootcamp*

June 2021 - January 2022

A 24-week program that gives skills to build dynamic end-to-end web applications & become a full-stack web developer.

University of Dayton, Ohio — *Media Production*

August 2014 - December 2017

Bachelors in Arts & Sciences (Communication) with Minors in both Visual Arts & Business Administration. Studied Abroad at the **University of Dayton China Institute** in Suzhou, China in 2015 & 2016.

PROFESSIONAL EXPERIENCE

IMAGEN Brands, Ohio — *Web & Product Data Manager*

February 2020 - PRESENT

- Plan, implement, & manage the organization's website to regularly improve User Experience.
- Update & maintain assets to the IMAGEN Brands eCommerce data portals with effective communication & organization of product data & campaign launches.
- Triaging & scoping support requests & data-related problems. Works directly with the IT, Marketing, Customer Service, Pricing & Sourcing team to ensure that the public information is accurate.
- Creates appropriate website content aligned with the organization's strategy.
- Manages SEO to maximize brand on website & search engines.
- Reports on analytics and expanding Google Analytics tracking & building tools for better reporting.

Plan-it Morocco, Morocco — *Content & Creative Strategist*

November 2018 - December 2019

- Brand & Social Media management (Facebook, Instagram, Twitter, Pinterest)
- Created dynamic content such as photography, videos, graphics & copywriting.
- SEO strategist & email marketing coordinator.
- On-site/traveling photographer & an active team member in the creative planning process (including new tours, marketing campaigns & specialty events).
- Produced weekly blogs & partnered with local & international media companies to create compelling articles.
- Head of Research & Development along with being a primary networker for the team.

SKILLS

Website Design

Website Development

Programming

Adobe Suite

Microsoft Suite

Google Suite

Photography/ Editing

SEO & Data Management

Social Media Marketing

Graphic Design

Email Marketing

SalesForce

Branding/Creative Strategy

TECHNICAL SKILLS

HTML

CSS

Javascript

APIs

Riad Verus, Morocco — Social Media Manager

April 2018 - November 2018

- Curated Social Media content & engaged with/grew an online community across multiple social networks (such as Instagram, Hostelworld, Booking.com, Tripadvisor, Snapchat).
- Tracked Instagram "Insight" charts, i. e. follows, likes, reach, post metrics, then exported & presented data.
- Initiated email marketing campaigns to current & future clients.
- Developed & created Social Marketing strategies based on analysis of previous website promotions.

American Chamber of Commerce, China — Marketing Project Manager Intern

April 2016 - November 2016

- Organized & performed in-depth research for several member training programs.
- Constructed a promotional video concept, multiple brochures & logo designs, presentations, & newsletter outlines for over 2,000 members.
- Collaborated in planning & executing networking, municipal, & business developmental events.

FREELANCE EXPERIENCE

Rebel Arts, Ohio — Owner & Muralist

September 2018 - PRESENT

- Founder of a creative mural agency that specializes in large-scale tailor-made murals both interior & exterior.
- Designed &/or painted 16+ murals with partners.

PROJECTS

Groovy Movie — website (HTML, CSS, Javascript, and third-party APIs)

September 2021

- An application that allows you to randomly choose 5 movies to watch based on the genre and year that you are interested in. (view project [HERE](#)),

Professional Portfolio — website (HTML and CSS)

September 2021

- A professional portfolio showcasing Lydia's most recent web development work (view project [HERE](#))

Password Generator — website (HTML, CSS, and Javascript)

September 2021

- This application enables employees to generate random passwords based on criteria that they've selected (number of characters, lowercase letters, uppercase letters, numbers, and special characters) (view project [HERE](#))

AWARDS

2020 President's Award at IMAGEN Brands This award is to recognize people who have exceptional work performance, embrace & drive change, show a positive attitude, & pursue growth & learning. Of the 400+ Imageners, only 8 received the President's Award!

Muralist Award from the Oregon District Business Association In honor of outstanding creative work & dedication as a bridge muralist.

Served as Judge for the **2021 Scholastic Art Awards** for the Drawing & Painting categories (in partnership with Tejas K12 Gallery).