

aaron NORRIE

Atlanta, GA 30041

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LINKEDIN
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CREATIVE / DIGITAL MARKETING / WEBSITE PRODUCT OWNER

A hybrid creative leader with professional experience in creative direction, user experience, SEO, digital marketing, and project management. Successful in leading and building digital solutions, teams, and aligning online marketing around a unified message through creative and technology-enabled approaches.

ACCOMPLISHMENTS

- Implemented ongoing A/B tests on websites and landing pages to increase total leads over 20K with 12% lower acquisition costs
- Managed the multi-branded digital experience for Ashworth College, James Madison High School, PCDI Canada, and Madison School of Healthcare
- Executed eCommerce funnel improvements to drive over \$2M in new revenue including 150% higher mobile conversion
- Directed several large full-scale websites redesign to strengthen the user experience, customer engagement, organic traffic and increase sales
- Created abandonment cart email campaign which increased online enrollments (sales) by over 10%

SKILL SUMMARY

Design Direction | Search Engine Optimization (SEO) | Project Management
Digital Marketing | User Experience (UX) | User Interface (UI) Design | Schematics
Wireframes | Team Leadership | Content Development | Social Media | Web Analytics
Strategic Planning | Brand Identity | Lead Generation | A/B Testing | Email Marketing

PROFESSIONAL EXPERIENCE

Creative & Digital Marketing Consultant 2019 – Present
Garcan Design, Cumming, Georgia

- Offering creative direction, brand identity, website user experience, digital marketing, search engine optimization, email marketing, and graphic design
- Advising clients in the education, automotive, hospitality, construction, and technology industries

Director of Web Experience 2012 – 2019
Ashworth College, Norcross, Georgia

- Led and managed a cross-disciplinary team of designers, developers and copywriters engaged in the digital experience of a multi-branded company
- Responsible for creative direction, UX/UI design, execution, maintenance and quality assurance of websites, eCommerce and customer experience
- Implemented a broad range of online creative solutions, brand identity, digital marketing, and search engine optimization to drive leads and increase sales
- Managed and coordinated with outside agencies and partners

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Senior Web Manager
Ashworth College, Norcross, Georgia

2000 – 2012

- Supervised marketing's web team with user experience design, web development strategies, interactive marketing, and web analytics
- Managed and coordinated design, user experience, content and updates of multiple websites from strategy through execution
- Managed affiliate marketing programs, paid search, and SEO implementation
- Led email campaigns for lead nurturing, onboarding, and transactional
- Interacted with agencies and partners

Graphic Designer
Ashworth College, Norcross, Georgia

1994 – 2000

- In-house graphic design and production of direct marketing for promoting distance learning courses
- Designed brochures, ads, websites and student assets
- Launched companies' first website and digital marketing campaigns
- Managed online marketing, paid search, photoshoots, and press checks

EDUCATION

- **Bachelor of Fine Arts in Graphic Design**, Ringling College of Art and Design
- **Google Analytics Individual Qualification Certification**, Google
- **Pardot Admin Bootcamp Training Course**, Sercante

TOOLS

Adobe Creative Cloud | Sketch | InVision | Google Optimize | Optimizely | HotJar
Lucidchart | Google Analytics | Google Search Console | Google Tag Manager
Google Ads | BrightEdge | Moz Pro | Mac OS | Joomla (CMS) | WordPress | HTML/CSS
Silverpop / IBM Watson | Eloqua | Microsoft Office | Google Docs | Basecamp

VOLUNTEER EXPERIENCE

Web Administrator, Forsyth Central High School Lacrosse
Responsible for athlete registrations, game schedules, emails, content updates

Volunteer, Meals by Grace
Packaged and delivered food for families

Creative Director, Metro Atlanta Furniture Bank
Directed and designed public service campaign including branding and print. 1st Place in Ad 2's 1996 Under \$50,000 Category Public Service Competition

Creative Director, Georgia Center for Children
Directed and designed public service campaign including billboard, print, radio, and tv