

# William Barr

williambarr.co    williamrobertbarr@gmail.com    4390 East Mississippi Ave Denver, CO

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## Profile

An experienced marketing professional with a passion to help other businesses providing excellent customer service, digital marketing expertise, and website optimization.

## Experience

### **SOCIAL MEDIA & DIGITAL CONTENT MANAGER, APOLLO BRANDS; DENVER, CO - JAN 2018 - MAY 2018**

- Managed 3 social media accounts including content and community engagement.
- Implemented Social Media strategy and ran paid ads on Facebook & Instagram.
- Website and E-commerce Optimization to ensure ideal user experience and increase conversions.

### **CLIENT ONBOARD & WEB INTEGRATION SPECIALIST, FAREHARBOR; DENVER, CO - SEPT 2015-MAY 2017**

- Trained 300+ new clients to ensure they used software implementation effectively with their business needs.
- Integrated software on client's website using HTML, CSS & Javascript; exposure to numerous CMS platforms.
- Optimized Websites and Software for clients to maximize revenue and increase booking conversions.

### **UX CONSULTANT, INCITE\*; SANTA MONICA, CA - JUNE 2015-JULY 2015**

- Assured quality and specifications of digital advertisements adhered to client's standards.
- Monitored ad placement across all internet browsers; Chrome, Safari, Firefox, Internet Explorer
- Tested for quality assurance and eliminated bugs from live digital ads.

## Education

### **PURDUE UNIVERSITY WEST LAFAYETTE, IN - AUG 2011 - MAY 2015**

- Bachelor of Science (B.S.) in Business Management
- Concentration in Management and Information Systems (MIS)

## Skills

- Proficient with WordPress, Shopify, and Squarespace Content Management Systems
- Competent with Front-End Coding Languages including HTML and CSS
- Substantial Digital Marketing Experience (Paid Ads, Social Media, SEO, Analytics)
- Accomplished Digital Photographer and Adobe Creative Suite User