

ELIZABETH JOHNSON SIMMONS

919.414.4324 • elizjsimmons@gmail.com

EXPERIENCE

Marketing, Communications, and Public Relations

- Wrote, edited, and designed promotional copy for print and digital sources
- Designed logos, ads, and infographics for print and digital advertising
- Consulted with internal stakeholders to develop new marketing plans
- Created departmental print and web style guides
- Developed email marketing strategies in collaboration with marketing manager
- Coordinated the testing and execution of email campaigns

Project Management

- Created project schedules for contract web developers and print designers
- Met with product owners to identify marketing needs and establish campaign timelines
- Analyzed and selected appropriate materials or technologies (paper, ink, CMS, modules, or plugins) to be used in production
- Managed copyright and digital licensing requests
- Determined budgets for communications projects
- Negotiated contracts with design and print vendors

SKILLS

- Copyediting
- Customer service
- Email marketing
- Front-end web development
- Graphic design
- Instructional technology
- Project management
- Strategic communications
- Supervision
- Training
- Website administration
- Writing

PROFICIENCIES

- Adobe Creative Suite
- Drupal
- Google Analytics
- HTML & CSS
- Microsoft Office
- PHP
- Qualtrics
- Salesforce Lightning
- SirsiDynix Horizon
- WordPress

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EXPERIENCE (CONTINUED)

Web Administration

- Developed and implemented effective website management procedures for Drupal and WordPress environments including review, style, security, update, and retention policies
- Leveraged data from Google Analytics to create metrics reports and to develop communication strategies based on those metrics
- Performed web usability testing to evaluate functionality of site design
- Created and managed a WordPress multisite network of 37 blogs for student, parent, and educator audiences
- Built and designed a member website with directory, job posting, and forum features
- Redesigned intranet with custom WordPress theming

Personnel Management

- Served as interim director for Marketing and IT departments during periods of management transition
- Completed staff performance reviews and new hire assessments
- Trained temporary staff and interns
- Managed staff leave schedules to ensure adequate coverage
- Created instructional videos and training blog for seasonal staff

EMPLOYMENT

Duke University Talent Identification Program

- Web Administrator, 2018–present
- Public Relations Specialist, 2010–2018
- Production Coordinator, 2005–2010
- Publications Specialist, 2002–2005
- Editorial Assistant, Senior, 1999–2002

EDUCATION

University of North Carolina at Greensboro

- Candidate for Master of Library and Information Science, expected 2023

University of North Carolina at Chapel Hill

- Bachelor of Arts in English, 1996