

# DWAYNE BURGESS

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516.504.5146

www.dwayneburgessmedia.com

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Professional Digital Marketing & Creative Services Specialist

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## TECH STACK

Wordpress  
BigCommerce  
WooCommerce  
Shopify  
Google Analytics

Constant Contact  
Mailchimp  
Klaviyo  
MS/G Suite  
Adobe Creative Suite

Instagram  
Facebook  
VSCO  
Slack  
YouTube

Later Gram  
Screaming Frog SEO  
FB Business Manager  
Google Ads Manager  
Google Keyword Planner

## EXPERIENCE

BIKESHOES.COM  
2017 - Present

### **E-commerce Marketing Specialist**

- Manage all content creation & strategy for social media including 4 YouTube videos a month and daily Instagram & Facebook posts
- Create and distribute monthly email marketing product launches, holiday sales campaigns and 2 dedicated email marketing campaigns a month
- Assist with website maintenance including copy editing & image formatting
- Conduct PPC/ SEM budget analysis and monthly maintenance using Facebook and Google Ads Manager

BRANDS CYCLE  
Oct 2016 - Present

### **Digital Marketing & Content Producer**

- Social media management and content creation including a daily Instagram/ Facebook post and occasional YouTube video
- Partner with third party digital marketing agencies (*Web/ SEO tea, Google Ads team*) to ensure a seamless online workflow
- Design and distribute seasonal email blasts with a goal of a 20% open rate and a 8-12% click through rate
- Build weekly Facebook & Instagram ads and video ads

VELO HIIT  
March 2020 - Present

### **Personal Cycling Coach (Owner)**

- Launched a start-up personal training cycling program that involved building a website, creating pricing structures and fitness programs
- Create PPC/ SEM strategies, manage the ad budget & create video & display ad to generate leads for the new brand
- Generate social media posts on Facebook and Instagram to build awareness

HARLEM  
CHILDREN'S ZONE  
Dec 2010 - April 2014

### **Video Production Specialist/Teaching Artist**

- Lead graphic designer for all school marketing content including school collateral and event signage
- Taught photography and videography to Middle & High school student's after school and coached them through the creative & technical process for their end of term project

## EDUCATION

**Briarcliffe College, New York** Bachelor of Fine Arts in Graphic Design