

Alex Ezzell
Graphic Designer, UX/UI Designer, Web Designer, Full Stack Developer,
Photographer, Multimedia Specialist, Drone Pilot

(252) 717-2045 • alexezzell@gmail.com • alexezzell.com
2421 Rhinestone Dr., Winterville, NC 28590

PROFESSIONAL SUMMARY

Innovative and detail-oriented Graphic Designer and Full Stack Developer with over a decade of experience in creating visually compelling and highly functional digital content. Proven ability to lead teams, manage projects efficiently, and deliver solutions that exceed client expectations. Skilled in various design and development tools, with a strong background in multimedia production, advanced troubleshooting, and problem-solving. Adept at quickly diagnosing and resolving technical issues to minimize downtime. Seeking to leverage my expertise and creativity in a Graphic Designer or Web Design/Developer position.

EDUCATION

Associates in Applied Science; Advertising and Graphics Design
Pitt Community College, Winterville, NC
Graduated: December 2013

North Pitt High School
Bethel, NC
Graduated: June 2010

PROFESSIONAL EXPERIENCE

Senior Web Developer / Graphic Designer

Evolve, Inc., Greenville, NC
November 2022 - May 2024

- Led the creation and optimization of websites and web applications for high-profile clients, including local OBGYNs, physician offices, and restaurants.
- Implemented advanced SEO strategies (Content Cluster and Topic Authority, Semantic SEO, Advanced On-Page SEO, Technical SEO Enhancements, etc.) resulting in substantial SEO improvements.
- Optimized internal processes by integrating cPanel hosting software with WHMCS, reducing project delivery times by 20% and enhancing server resource management.
- Served as Global Administrator for all clients hosting email and Microsoft Office services, ensuring quick resolution of technical issues.
- Utilized technologies including HTML, CSS, JavaScript, PHP, Python, React, Angular, Laravel, and Django.

Production & Hosting Manager / Marketing Manager

HighClick Media, Winterville, NC
February 2022 - November 2022

- Developed and executed PPC, CPC, and SMM strategies to increase client visibility in their local areas.
- Resolved web hosting issues by troubleshooting WordPress file structures and implementing site-building guidelines.

- Managed web development projects, ensuring high-quality output and adherence to deadlines.

Content Design Developer

IntelliChoice Home Care, Winterville, NC
February 2020 - February 2022

- Designed successful social media campaigns using heartfelt videos, graphics, and testimonials, fostering a supportive online community.
- Created brochures, table tents, flyers, and other marketing materials for client outreach and branding.

Graphic/Web Designer

CyberSharks, Greenville, NC
November 2018 - February 2020

- Designed and maintained impactful websites for clients like Parker's BBQ and New River Sports Shop, utilizing HTML and CSS.
- Managed DNS through GoDaddy and optimized client websites using Google Analytics.
- Ensured responsive design across all devices and platforms.

Graphic Designer

The Daily Reflector, Greenville, NC
March 2018 - November 2018

- Designed advertisements for Cooke Communications' publications, ensuring visual appeal and client satisfaction.
- Won awards for best car dealership advertisements by creating dynamic visuals, such as cars appearing to jump out of the newspaper.

Graphic Designer / Photographer

Bolden LTD, Greenville, NC
September 2016 - March 2018

- Designed advertisements for marketing high-end luxury cars.
- Conducted professional photography sessions, editing images with Photoshop and After Effects.
- Updated and maintained the company's Wix website.

SKILLS:

- **Graphic Design:** Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Media Encoder, After Effects, Audition, Premiere, Bridge, Lightroom.
- **Web Development:** HTML, CSS, JavaScript, PHP, Python, React, Angular, Laravel, Django, WordPress, WebFlow, MySQL, C-Panel.
- **Multimedia Production:** Photography, Videography, Cinematography, Video and Photo Editing, Drone Piloting.
- **Marketing:** Google AdWords, Google Analytics, Google Tag Manager, Google MyBusiness, SEMRush, SpyFoo, Meta Business Suite.
- **Troubleshooting:** Advanced problem-solving skills in web hosting issues, resolving plugin conflicts, and debugging web applications. Experienced in diagnosing and fixing technical issues quickly to minimize downtime.
- **Project Management:** Team Leadership, Client Collaboration, Process Optimization.

- **Operating Systems:** MacOS (all), iOS, TVOS, Windows OS (98-Current).

REFERENCES

Jeff Whitley

(252) 799-6474, Williamston, NC

Lee Roach

(252) 916-3570, Greenville, NC

Benji Taylor

(252) 717-2572, Greenville, NC

I am eager to bring my expertise and passion for design to a new role where I can contribute to impactful and meaningful projects. Thank you for considering my application.

Sincerely,
Alex Ezzell