

Wes Bodkin

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EDUCATION

Boston University, College of Communication
May 2020

B.S. in Advertising Communications
Concentration in Psychology

EXPERIENCE

Murchison-Hume — Digital Marketing Manager

December 2021 - April 2023

- Designed & implemented new branding across packaging & online presence.
- Increased email revenue by 14% by improving design, signup forms & automation flows.
- Improved engagement and conversion rates across Google, Facebook & TikTok advertising.
- Managed content strategy & production across all organic & paid channels.

Boston Web Marketing — Junior Web Designer

March-December 2021

- Designed intuitive user interfaces, considering accessibility & SEO best practices.
- Increased client traffic & conversion rates with high performing landing pages & content.
- Managed multiple projects simultaneously, meeting deadlines and delivering high-quality work.

One Mnet Health — Digital Marketing Intern

October 2020 - March 2021

- Designed & wrote copy for organic & paid social media posts.
- Researched consumer insights & client pain points for potential content opportunities.
- Planned email campaigns, produced landing pages & improved SEO using Hubspot.

Off The Cuff Magazine — Director of Photography

September 2019 - June 2020

- Planned & directed weekly photo shoots while managing a team of 14 photographers.
- Restructured the organization to emphasize the importance of web & social content.
- Collaborated with leadership to establish the creative direction of each issue.

The Campus Agency — Content Strategy Intern

February - June 2019

- Wrote & published weekly articles based on unique insights for target markets.
- Managed social accounts, earning 8.6K impressions over a 90-day period on Twitter.
- Managed student brand ambassadors for the New York Times across nine universities.
- Revamped Google Ad campaigns for The Campus Agency & CollegeFest.

SKILLS

Web Design

HTML + CSS, Wordpress, Shopify, Squarespace, Webflow

Adobe Creative Suite

Illustrator, Photoshop, Lightroom, InDesign, Premier

Google Certifications

Adwords, Analytics, GTM, Search Console