

Leeza Perry

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A digital eco-system professional, with extensive knowledge in accessible web design, user interfaces, data analytic strategy and implementation, web development, and digital marketing; seeking an organization that cultivates learning, inclusivity, and growth.

Skills

- Google Analytics - set-up/management
- Google Business Profile- set-up/management
- Google Tag Manager - set-up/management
- Bootstrap
- Search Engine Optimization (SEO)
- HTML, CSS, and JavaScript
- Content Management Systems
- Digital System/Application Relationships
- Solution-Driven
- Information Publisher Review Platforms
- Understanding Business Requirements

Experience

FEBRUARY 2019 – PRESENT

Digital Production Administrator/User Experience Designer / OneBlood, St. Petersburg, FL

- Develops websites focusing on UX/UI experience.
 - increased conversions by 12.74% year-over-year, with an estimated business value of \$134.5M.
 - Utilizes Adobe XD and Figma to create wireframes and low and high-fidelity prototypes.
- Performs analytical research using multiple tools and software.
 - Siteimprove:
 - Heatmapping
 - SEO research/Meta-tagging keywords
 - WCAG/ADA compliance
 - Google Analytics (UA and GA4)
 - Hotjar
- Improved Accessibility by 10% sitewide
- Increased Website Pageviews by 41.5% year-over-year.
- Manages Two CMS software;
- Creates, manages, and presents reports to marketing and operation teams on website analytics;
 - Executive and Admin level
- Supports business objectives on digital platforms by understanding user needs along with technical and marketing requirements within scope
- Understands and maintains software and platforms to improve digital services
- Point of contact for six digital vendors and responsible for maintaining relationships
- A project lead on a 1,000+ website transformation and CMS migration
- Involved in Project Management initiatives in several business operation projects, including:
 - Yext location services integration, which has increased organic site traffic by 174%
 - Market research for industry-leading CMS platforms
 - Website rebuild, UX experience configurations, system data sphere, and developing business requirements for Sprints

DECEMBER 2015 – FEBRUARY 2019

Digital Relationship Specialist / OneBlood, St. Petersburg, FL

- Resolved customer service inquiries (40+ per day) by providing timely assistance to concerns and working towards a resolution that satisfies the donor and meets the needs of the business.

- Supported donor retention, tracked and provided detailed information for any reward or movie voucher mailed to the individual. Capped value of \$100.
- Supported marketing efforts, handled customer engagement on 4+ social platforms, and was responsible for external digital communications including, but not limited to, texting, website chat, social media, and email communications.

Education

DECEMBER 2022

Bachelor of Business Administration in Management / Saint Petersburg College, FL

Traveled to Europe in July of 2022 for an international business course for ten days. My Study abroad opportunity exposed me to various cultural differences in business and in marketing. My graduating GPA was 3.85.

Activities

- Received a Web Development Certificate at Saint Petersburg College in 2020 to assist in my knowledge of front-end web development.
- My seven years of experience and skills allow me to be an empathic and compassionate listener. Additionally, I am comfortable talking to a broad spectrum of individuals in formal and informal environments.
- My experience in digital marketing has enhanced my skills in working with various external vendors and building and maintaining strong relationships. I consider myself a dependable and dedicated individual with excellent verbal and written communication skills.
- My experience in marketing and educational background in web development, UX Design, and Business Administration is a competitive advantage for understanding business needs and operations on the tech and marketing side of the house.