Cara Batty

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Education

Brigham Young University Idaho
Rexburg, ID, United States
Bachelor of Science in Web Design and Development
Emphasis in Web Development

Spring 2021
Magna Cum Laude

Experience

Ducimus Digital Solutions | Vernal, UT
Senior Web Designer & Social Media Specialist

September 2019 to Current

- Design logos, brand kits, websites, and social media images for companies to keep their brand consistent and increase sales
- Schedule posts across social media platforms for multiple businesses
- Increased Facebook followers for a rural business from 20 to 682
- Edit client logos, photos, and videos with the Adobe Creative Suite to create consistency and usability

Alpine Marketing Ventures | Alpine, UT
Digital Marketing Supervisor & Website Specialist

December 2019 to January 2021

- Created social media guidelines and oversaw their implementation by interns, which increased user interaction on Twitter, LinkedIn, Facebook, Instagram, and YouTube
- Created ads, brochures, and signs to promote Alpine Fitness' new gym and boxing program which increased membership sign-ups
- Led a team that improved SEO for four businesses by helping to increase pageviews by 39.5% and reducing page load times by up to 97%
- Re-branded a major company by assisting in the creation of a new logo, company color scheme, social media guidelines, and building a new website
- Wrote blog posts for Shop Utah and Alpine Marketing Ventures to improve SEO

Daryl's Rock and Wire Works | Alpine, UT
Marketing Coordinator

August 2011 to Current

- Designed and launched an e-commerce website that increased sales by 600%
- Envision new ways to sell products through Pinterest, YouTube, Facebook, website features, and an emailed newsletter

Skills

Web Development & Programming	**Competent**		**Advanced**
	• JavaScript	• C++	• HTML
	• Java	• C#	• CSS
	• PHP	• Git	• WordPress
	• Bootstrap	• GitHub	
		• PostgreSQL	
		• SQL	
Graphic Design & Video	• Illustrator	• InDesign	
	• Photoshop	• Premiere Pro	
Certifications	• BYU Idaho Web Media	• SoloLearn C#	• Google Analytics Academy Advanced
	• BYU Idaho Web Development	• Google Analytics	• Google Search