

# Aaron Hawkins

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## SUMMARY

Multifaceted user advocate eager to make an impact in a digital marketing role. Skilled in digital campaign strategy, design, and execution, UX/UI, visual design, marketing, and remote usability testing. Adaptable and driven with a strong work ethic and the ability to thrive and lead in team-based or individually motivated settings.

## SKILLS

- Campaign development
- Competitive and trend analysis
- Communications strategy
- Internet and E-mail Marketing
- Tactical planning and execution
- Performance data analysis
- Stakeholder management
- Brand-building strategies
- Front-End web development
- Facilitating focus groups
- Marketing Collateral
- Graphic Design

## EXPERIENCE

### Digital Experience Manager

Cisco Systems, March 2021 to Current

Remote, Raleigh, NC

- Develop strategy, approach, assets, timelines, and metrics for digital marketing campaigns delivering amazing digital experiences that drive desired business outcomes.
- Lead targeted campaigns utilizing customer segmentation data, end-user journeys, UX research, stakeholder input, and market research to increase software adoption.
- Establish data benchmarks and database telemetry to report campaign performance and inform strategic decision-making.
- Conducted focus group sessions consisting of surveys, listening sessions, and workshops generating insights then used to identify gaps, generate new campaigns and programs, and optimize existing ones.
- Directs internal creative teams and external vendors to create digital assets including email in 14 languages, web landing pages, social media, and support collateral in tight timeframes for integrated software launch campaigns.

### **Digital Communications Manager**

The University of North Carolina System Office, May 2013 to November 2020  
Chapel Hill, NC

- Led the design, development, and production of websites leveraging internal resources, external vendors, and executive feedback ensuring brand adherence and ADA compliance.
- Generated UX concepts such as user personas, tasks analysis, storyboards, and use cases to accelerate user flow and boost digital engagement.
- Designed and produced digital content, visual/graphic images, and video to use on multiple platforms.
- Conducted user research across digital channels to determine campaign effectiveness, leverage strengths, and discover opportunities to attain OKRs.
- Created editorial calendar and managed day-to-day content uploads using content management systems, including WordPress and Drupal, and coded HTML and CSS as needed.
- Analyzed web metrics, established digital KPIs, and reported insights to executive leadership to inform business decisions.
- Identified, implemented, and enhanced marketing strategies by accounting for factors such as organizational objectives, market trends, and costs.

### **Digital Communications, Technical Writer/Illustrator**

Static Control Components, June 2010 to May 2013  
Sanford, NC

- Managed customer digital marketing strategies to meet client goals and objectives.
- Created landing pages, dashboards, and web applications in content management systems using Adobe Creative Suite with HTML and CSS programming languages.
- Formatted print and web designs and media to deliver production-ready graphics using Adobe Creative Cloud tools.

### **Graphic Designer, Production Artist**

Merge, LLC, June 2006 to June 2010  
Raleigh, NC

- Developed messaging for pharmaceutical clinical trials and related verticals.
- Leveraged proficiency in Adobe InDesign, Photoshop, and Illustrator to design email blasts, catalogs, posters, and other localized promotional materials.
- Managed development and upkeep of company website with stakeholders, vendors, and user feedback.

## **EDUCATION AND TRAINING**

### **Master of Arts Digital Communications and Media**

The University of North Carolina At Chapel Hill, Chapel Hill, NC

### **Bachelor of Arts Graphic Design and Media Arts**

Southern New Hampshire University, Hooksett, NH

### **Associate of Applied Science Computer Engineering Technology**

Wake Technical Community College, Raleigh, NC

### **Certification Information Systems: Computer Graphics**

Wake Technical Community College, Raleigh, NC