

# DARILEE SIMS

**Webmaster**  
**Email Developer**

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## PROFILE

Digital marketing specialist with 20 years in digital, including email, web design, and project management.

## CERTIFICATIONS

UX Design, General Assembly  
2015

## SPECIALIZATIONS

Adobe Creative Suite  
AMPscript  
Content Management  
Systems  
CSS  
Email Marketing  
Git  
Google Analytics  
HTML  
JavaScript  
Litmus  
Mailchimp  
Microsoft Office  
PHP  
SEO  
User Experience Design  
Website Design  
WordPress (Custom)

## CONTACT

706-499-8089  
DARILEE@MAC.COM  
DARILEE.COM

## CAREER BACKGROUND

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### ADMINISTRATIVE ASSISTANT + COUNSELOR

Tallulah Falls School | 2012-2014; 2016-2021

- Provided web technical support, research, and student reporting for head administrator
- Planned, booked, and arranged transportation of travel and events for students and administrators
- Served as dormitory counselor for 34 students

### EMAIL + WEB DEVELOPMENT

Spanx, Inc. | 2014-2016

- Managed end-to-end email development process and redesigned system workflow
- Designed and coded email campaigns delivered to 900,000+ recipients; tested emails with Litmus
- Aided web and social media team with asset creation and best practices for digital marketing

### WEBSITE DEVELOPER

Thrasher Photo and Design | 2011-2012

- Created websites in PHP, JavaScript, HTML, and CSS
- Customized WordPress site plugins and templates
- Managed client relationships regarding site planning and architecture
- Oversaw junior developers

### MANAGER OF OPERATIONS

Main Street Yarns and Fibers | 2004-2011

- Built and maintained two eCommerce websites using NitroSell software
- Utilized Microsoft Retail Management System Point of Sale to track purchases, customers and inventory
- Created email campaigns using Constant Contact and tracked performance with Google Analytics

## EDUCATION

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UNIVERSITY OF GEORGIA

Bachelor of Fine Arts, 2005