

A. Lee

Graphic Designer & Digital Marketer

Contact

903.818.8432
aleedesigns@live.com

Website & Portfolio

www.designsbyalee.com
www.designsbyalee.com/previous-work

Social Media

[@aleedesigns](http://www.linkedin.com/in/aleedesigns)

About Me

Proactive, flexible, creative, and thrives with ambitious performance goals. Energetic with outstanding organizational skills, attention to detail, and proven ability to work effectively under pressure. 13 years of hands-on experience.

Skills

HTML, Adobe Creative Suite, Microsoft Office, Project Management, Graphic Design, Email Marketing, Fundraising, Leadership, Copywriting, Direct Mail Marketing, Social Media Management, Content Creation, Problem Solving, Web Design, Data Management & Analysis

Certificates

- Blackbaud** | Luminate Fundamentals and Email Marketing
- Nonprofit Tech For Good** | Digital Marketing & Fundraising
- Codefinity** | HTML Coding, Hubspot | SEO
- Hubspot** | Email Marketing & Social Media Marketing
- Hubspot** | SEO Marketing
- Hubspot** | Social Media Marketing

Educational History

**Bachelor of Science
Graphic Design & Visual Media**
Southeastern Oklahoma State University

Work Experience

Freelance Graphic Designer (2010 - Present) & Digital Marketer

Established and managed a freelance graphic design business to assist companies with brand development and marketing. Projects included content creation, social media management, ad design and implementation, etc.

Marketing Specialist (2024-Present) Practice-Web/ThriveCloud (SaaS)

Presented webinars and created video tutorials for dental SaaS. Built email campaigns in Zoho CRM. Managed blogs, newsletters, and social media. Conducted competitor research to enhance value proposition for clients.

Director of Digital & Design (2022-2024) Partnership With Native Americans (Nonprofit)

Increased Google Ad grant by 108% to \$1M. Boosted email revenue by 14% and open rates to 50%. Grew sustainer revenue to 51%. Managed remote team of 6 and created impactful direct mail collateral.

Digital Fundraising Manager (2020-2022) Partnership With Native Americans (Nonprofit)

Increased revenue by 200% to \$1.2M. Boosted sustainers by 15%. Developed USA Today-featured content. Grew Google Ad grant by 195%. Hired and led remote team. Optimized budget and strategy.

Digital Fundraising Specialist (2013-2020) Partnership With Native Americans (Nonprofit)

Spearheaded digital fundraising, boosting social media followers by 15%. Led #GivingTuesday campaign raising \$120k in 72 hours. Improved operations via data analysis, A/B testing, and SOPs. Assisted with successful 2015 rebrand.

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***Additional work experience and references available upon request.