**D A V I D K O R L E Y**

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**S U M M A R Y**

Self-motivated professional working in Digital Content. Strong background in marketing, web design, and social media management with the ability to bring a creative/artistic eye to any project. Seeking to expand my knowledge and contribute a unique perspective to the digital marketing industry.

**E D U C A T I O N**

**University of Alabama at Birmingham –** *August 2017*

* BS in Marketing w/ a concentration in Social Media Management

**W O R K E X P E R I E N C E**

**Digital Content Administrator**, Hibbett | City Gear Inc. – ***January 2018 – Present***

* Assist with product design, website programming
* Market analysis and monitoring sales channels
* Implement sales strategies with data-driven marketing
* Identifying target groups and strategies for client retention
* Testing and implementational of the Hibbett | City Gear mobile app, Buy Online, the Pickup in Store (BOPIS) service, and the Reserve Online, Pickup in Store (ROPIS) service
* Work closely with site merchandizing to maintain relationships with our vendors
* Expert knowledge of e-commerce, retail, and the digital industry
* Assess user accessibility, sales trends, and new/old product traction

**P R O F E S S I O N A L S K I L L S E T**

* Natural learner
* Self-driven
* Teamwork and collaboration
* Critical thinking and problem solving
* Aesthetic sensibility
* Excellent communication and interpersonal skills
* Attention to detail
* Efficient planning, organization, and prioritization
* Microsoft office
* Data entry
* Adobe Photoshop
* Google Drive and Dropbox
* Social media marketing
* Website design and management
* Salesforce business management
* Tech savvy