



# AVA DAVIS

## Web Coordinator

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## PROFESSIONAL SUMMARY

Versatile Web Coordinator with over 7 years of experience in optimizing web content and enhancing user engagement. Proficient in SEO, content strategy, and analytics to drive website performance. Experienced in cross-functional collaboration to deliver effective web solutions that meet business objectives while ensuring a seamless user experience.

## WORK EXPERIENCE

### Web Coordinator

📅 Mar / 2021-Ongoing

Blue Sky Innovations

📍 Chicago, IL

1. Developed and maintained engaging web content, enhancing user interaction and satisfaction.
2. Led training sessions for clients and staff on website tools and best practices.
3. Authored technical documentation for clients, ensuring clarity and usability.
4. Collaborated with clients to create tailored production plans for website optimization.
5. Utilized AngularJS for dynamic data presentation, enhancing user experience.
6. Regularly updated website standards documentation to maintain high quality and consistency.
7. Optimized website architecture for better search engine visibility and user navigation.

### Web Coordinator

📅 Mar / 2018-Mar / 2021

Lakeside Apparel Co

📍 Chicago, IL

1. Created comprehensive documentation for database applications, improving process clarity.
2. Developed customized training materials based on user roles for effective onboarding.
3. Provided hands-on training for staff on new web applications, ensuring smooth transitions.
4. Managed and updated departmental websites, ensuring compliance with current web standards.
5. Configured intranet servers and managed database applications for enhanced internal communication.
6. Designed a new university website prototype focusing on user-friendly navigation and content layout.

## EDUCATION

### Bachelor of Science in Web Development

📅 Mar / 2015 - Mar / 2018

University of Technology

📍 Phoenix, AZ

Focused on web design, development, and digital marketing strategies.

## SKILLS

### Web Development Languages



### Project Management Skills



### Content Management And Coordination



### Online Research Skills



### Hosting Knowledge



### Website Performance Optimization



## INTERESTS

🎮 Gaming

👜 Fashion

🎬 Film

💻 Technology

## STRENGTHS

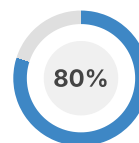
⚖️ Fairness

↔️ Flexibility

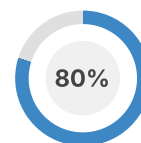
➔ Forward-thinking

❤️ Gratitude

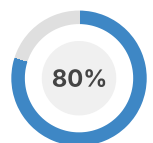
## LANGUAGES



English



Russian



Swahili

## ACHIEVEMENTS

🌟 Increased website traffic by 40% through targeted SEO strategies.

🌟 Successfully launched a new website for a major client, improving user engagement by 30%.

🌟 Developed and implemented a content strategy that boosted online conversions by 20%.