

AUSTIN J. SIMPKINS

DIGITAL DESIGNER / DEVELOPER / MARKETING SPECIALIST

A digital designer, developer, and marketing specialist based in Newport Beach, California helping companies with achieving high converting websites and exceptional digital marketing strategy. Key skills include: website development, branding, ux/ui, drone photography, digital marketing services (marketing automation systems, lead nurturing, content marketing, email marketing, social media). Experience with working in a collaborative teams approach, yet able to work independently when needed. Communicates effectively at all levels with clients and colleagues alike and thrives on responsibility and challenges.

EXPERIENCE

- 2018 - Current** ● **TUSK CREATIVE STUDIOS**
Founder
Tusk Designs is a Newport Beach digital agency focused on scaling businesses digital presence to enable them to reach their full online potential. We offer website development, branding, ux/ui, drone photography, digital marketing services.
- 2021 - Current** ● **FREIGHTGATE**
Director of Marketing & Implementation
Led marketing strategy and daily team meetings with engineering and design, designed and implemented new changes to Supply Chain SAAS product, managed communication between clients and engineering team, and delivered final product to client:
- Improved the UI/UX of a globally know supply chain cloud SAAS product.
 - Coordinated improvements and bug fixes to engineering.
 - Developed webinar material, website changes, marketing automation, marketing material.
 - Increased top of the funnel leads by 120% with a ~75% closing rate.
- 2020 - 2022** ● **UNIVERSITY OF CALIFORNIA IRVINE**
Teacher Assistant
Led discussions, grade assignments, managed communication between students and teaching staff, and prepared course material for the following classes:
- UX/UI Course
 - Digital Marketing Course
- 2018 - 2019** ● **SELDAT DISTRIBUTION, INC. & BLU LOGISTICS**
USA Product Marketing Strategist
Marketing and development strategist collaborating with cross functional, international teams to bring a profitable portfolio of 3PL products and services to market on time and on budget that address customer needs and evolving industry dynamics.
- Collaborated with the Blu's global marketing and sales teams in LATAM to make informed marketing decisions that would benefit the wider company and optimize resources.
 - Supported the sales team including the following activities but not limited too: Salesforce, lead research, go-to-market collateral, sales material, and competitive intelligence information to drive demand and enable sales team initiatives.
 - Strategically developed digital marketing strategies that align with the wider Blu organizations goals and future outlook via launching and designing websites, email marketing, social media and SEO.
 - Research and development of new customer on-boarding process (utilizing HTML, CSS JavaScript, Node.js).
- 2016 - 2018** ● **OCEANSTAR, INC. (MERGED W/ SELDAT DISTRIBUTION, INC. 2018)**
Marketing and Sales Strategist
Developed and improved marketing initiatives to increase top funnel leads. Designed brochures, presentations, and maintained company website . Led the digital marketing initiative that help establish them with a strong online presence.
- Developed an online marketing communication strategy via website, email marketing, social media and SEO.
 - Collaborated with senior leadership to structure and streamline the sales process

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EDUCATION

BS, BUSINESS MARKETING
California State University of Long Beach

UX/UI BOOTCAMP
University of California Irvine

SKILLS

UX / UI Design



Adobe Creative Cloud



Wordpress



Salesforce Marketing Cloud



Email Marketing



Google Marketing Suite



Print Design



HTML / CSS / JS



CERTIFICATIONS

