

ANASTACIA DAVIDSON

DIGITAL MARKETING & UX/UI DESIGN



CERTIFICATIONS

DIGITAL MARKETING 2022

University of California, Berkeley

UX/UI DESIGN 2023

University of California, Berkeley

SKILLS

Branding
Digital Marketing
UX/UI
Visual Design / Aesthetics
Wireframes
Storyboards
User Flows | Affinity Diagrams
Critical Thinking | Problem Solving
Communication Skills

SOFTWARE

Canva
Wordpress / Wix
Figma
Google Analytics
Google Ads
Facebook Ads Manager

EDUCATION

ASSOCIATES ART HISTORY 2014

Santa Rosa Junior College

SUMMARY

Experienced and enthusiastic Digital Marketer, with over ten years of marketing experience thriving in aesthetics, design, branding and copy. Adept in many facets of the industry - recently certified in both Digital Marketing & UX/UI through UC Berkeley. Through this education I learned invaluable skillsets utilizing multiple software platforms such as Google Analytics & Figma. It is my goal to elevate the companies marketing and design department by executing projects and campaigns in the most successful ways possible.

EXPERIENCE

MARKETING SPECIALIST

Paradise Ridge Winery | May 2014 - Nov 2021

- Developed the role of Marketing Specialist, promoting the companies brand, creating an active social media presence, while maintaining company website via Wordpress.
- Crafted bi-weekly DTC emails from conception to completion with a substantial customer list of over 7,000 subscribers, creating campaigns to better promote the companies brand, drive sales and encourage foot traffic.

SALES MANAGER

Holiday Inn Express Sonoma | April 2008 - Dec 2014

- Carefully curated two monthly email campaigns; for both leisure and corporate travelers.
- Outlined and prepared weekly wine pouring receptions with numerous wineries. Enthusiastically coordinated, and hosted receptions for guests.
- Provided excellent phone etiquette, as well as the ability to anticipate guests needs.

CONTACT

✉ a.staceydavidson@gmail.com

☎ 707.483.1850

📍 Santa Rosa, CA

📁 [Portfolio](#)

🌐 [Connect](#)