



Elijah Austin

WEB + DESIGN + PRINT + MARKETING

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PROFESSIONAL SUMMARY

Experienced web design and development professional with 10 years of expertise in crafting engaging, user-centered websites through strong UI/UX design, HTML, and CSS skills. Proven track record managing web content, CMS, and CRM systems to optimize digital presence and streamline workflows. Skilled in delivering SEO strategies, data-driven insights via analytics, and targeted email marketing campaigns that drive growth. Adept at collaborating with teams to deliver high-quality, scalable web solutions aligned with business goals.

EDUCATION

The Art Institute of Philadelphia | Philadelphia, PA
Bachelor of Science in Web Design & Interactive Media

September 2002 – June 2006

CERTIFICATIONS

UI/UX Certification | Designlab
designlab.com

Advanced SEO Strategies

Offered by Coursera, focusing on cutting-edge SEO techniques and tools.

Effective Content Marketing

Provided by Udemy, covering innovative content marketing strategies.

SKILLS

Technical Skills: HTML5, CSS3, JavaScript, PHP, SQL, Cross-Browser/Cross-Device Coding

Design & UX: Wireframing, Prototyping, Interaction Design, Visual Design, Responsive Design

Content & Marketing: Content Strategy, Digital Marketing, SEO, Social Media Strategy, Email Marketing

Tools: Adobe Creative Suite, Figma, Sketch, Adobe XD, InVision, WordPress, Drupal, Sitecore

Marketing Platforms: Adobe Marketo, MailChimp, Constant Contact, Google Analytics, Sprout Social, HubSpot

Collaboration: Confluence, Google Workspace, Microsoft 365

PROFESSIONAL EXPERIENCE

Online Content Specialist
IKEA – Conshohocken, PA

September 2024 – March 2025 (Contract)

- Enhanced e-commerce content, improving SEO performance and product visibility, resulting in increased online sales.
- Streamlined CMS workflows, reducing content update time by 30% and ensuring brand consistency across platforms.
- Analyzed content performance data, implementing UX improvements that boosted engagement rates.
- Utilized Google Analytics and SEO tools to report performance insights and propose data-driven enhancements.

Web Content Administrator
Avantor – Radnor, PA

April 2018 – April 2024 (Full-time)

- Developed and executed digital content strategies, increasing site traffic and engagement.
- Utilized analytics to guide UX improvements, raising retention and conversion rates.
- Designed and maintained six global websites, improving performance and cross-browser compatibility.
- Led email marketing campaigns in Marketo and HubSpot, increasing click-through rates through targeted A/B testing.

Web Content Manager
Lansdowne Business Professional Association – Lansdowne, PA

January 2018 – Present (Freelance)

- Led strategy and development for all digital content, from copy and graphics to social media and membership communications.
- Enhanced online visibility and engagement through content planning, SEO, and usability improvements.
- Created and maintained brand-aligned digital assets, resulting in higher community participation and traffic growth.
- Managed site updates, backups, and security enhancements to maintain uptime and trust.

Web Specialist

Einstein Medical Center – Philadelphia, PA

May 2017 – April 2018 (Contract)

- Improved site aesthetics with custom visuals, increasing page engagement.
- Developed targeted email campaigns, boosting click-through rates.
- Streamlined content processes for consistent and timely updates.
- Collaborated with marketing to ensure brand voice and ADA compliance.

UI/UX Designer

Willis Towers Watson – Philadelphia, PA

January 2017 – April 2017 (Contract)

- Led redesign efforts that improved user task completion time by 35%.
- Developed wireframes and prototypes for intuitive interfaces.
- Conducted user research to guide design decisions, increasing satisfaction scores.
- Created graphics and interactive elements to align with brand guidelines.

Digital Content Specialist

AAA – Wilmington, DE

September 2016 – Dec 2016 (Contract)

- Optimized web content for SEO, increasing organic traffic.
- Improved multi-channel UX through collaborative design enhancements.
- Developed targeted campaigns that exceeded performance goals.
- Tracked and analyzed performance metrics to refine content strategies and improve user experience.

FREELANCE & CONTRACT

Digital Web Designer & Developer / Web Content Manager

2007 – 2016

Verizon, AGS, Coriell Institute for Medical Research, Lincoln Financial Group, Wharton Business School, Campbell Soup, Razorfish, N2Growth, Educational Testing Services, Delta T Group, Neat, Hibu, 1SEO, Philly-wood7, Country Club Edition, Team Sports Planet, Cardington Stonehurst, Provence Catering, Exotic Classic Cars and Transport, Knucklehead Productions.

JOB TYPE

Fulltime

REFERENCE

Reference available upon request