

# Keidra Floyd

## Digital Designer

Website: <http://keidrafloyd.com/>  
Mobile Number: 205-514-3325  
E-mail Address: keidrafloyd@gmail.com

## Skills

- HTML 5
- CSS 3
- JavaScript
- jQuery
- PHP
- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Bootstrap
- WordPress
- Omnigraffle
- Information Architecture
- UX/UI design
- Responsive e-mail templates
- SEO
- Banner ads
- Performs browser testing

## Experience

### SEO Specialist

October 2016-Current

*Force Marketing*

- Perform audits for indexing, manual penalties, crawl errors and mobile usability
- Monitor website performance and overall strategy effectiveness
- Communicate with marketing advisor wins, losses and strategy
- Build landing pages and edit existing pages with schematic markup based off of research
- Prioritize, multi-task, and manage work to deliver on critical project timelines

### Freelance Web and Graphic Designer

July 2013-Present

*Keidra Floyd LLC*

- Create logos for new and existing companies
- Develop websites using HTML, CSS, JavaScript, and PHP in Dreamweaver or a CMS
- Effectively listen and communicate with clients to ensure their needs are successfully met in a timely manner

### Designer

December 2013-August 2016

*YP/ATT*

- Created custom graphics, wireframes and mock-ups for mobile and desktop sites based on knowledge of layout principles, typography, color theory, and aesthetic design concepts
- Effectively presented ideas, both verbally and visually, to clients, management and peers
- Communicated with advertisers via phone to make changes and redesigns to their website
- Problem-solved design and operational challenges to create compelling advertising
- Prioritized, multi-tasked, and managed work to deliver on critical project timelines
- Created documents to facilitate training with offshore vendors

## Education

### The Art Institute of Atlanta

June 2013

*Associate's degree in Web Design & Interactive Media*