

WILL KNOWLES

A well-rounded professional, equal parts creative and detail-oriented, with several years of experience and a strong work ethic. Capable of managing multiple projects and personnel while making decisions in a fast-paced, deadline heavy environment.

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TECHNICAL SKILLS:

HTML, CSS, Javascript, jQuery, Bootstrap, MySQL, PostgreSQL, PHP, Ruby, Wordpress, Ruby on Rails, Git, and Adobe Creative Suite

WORK EXPERIENCE:

Good Craft Company, LLC | Owner & Operator

Feb 2020 – Current

- Developed the lightbox, a customizable home decor LED light.
- Produced multiple collections and styles of lightboxes to sell directly via web advertisements.
- Developed an online ordering system and production operation for order fulfilment.

Docs Who Care | Director of Marketing & Technology

Aug 2017 - Feb 2020

- Designed marketing collateral and sales sheets in support of inside sales representatives.
- Provided general creative services on an as needed basis for general business operations.
- Designed and architected a Ruby on Rails business management software that merged two legacy databases.
 - Developed drag & drop shift scheduling, PDF generation, AWS S3 Integration, import & export of spreadsheet data, and external messaging.
 - Developed custom data models for parsing and standardization of data imported from legacy data models.

Freelance Marketing & Technology Consultant

Feb 2016 – Aug 2017

- Designed and developed wordpress based marketing websites for clients.
- Developed wordpress based sales funnel and integrated CRM tracking for email marketing campaigns.
- Developed wordpress based educational portal integrated with CRM for user authentication and content management.
- Created and implemented customer experience protocols, copy, and infrastructure for a web-based educational product.

DonorLynk | Chief Experience Officer

Mar 2015 – Feb 2016

- Creator of a web-based fundraising product sold to non-profit organizations across the southeast.
- Developed and managed the marketing and customer experience teams to support sales and onboarding of our fundraising product.
- Provided consultative sales to non-profit organizations to implement web products and customization of donor database systems.

Freelance Creative

2008 - Mar 2015

- *Photographer/Videographer* to clients.
 - Prospected and sold varying types of photo and video services to clients in and around the Nashville market.
 - Assessed client's creative needs and produced photo and video products based upon project and delivery requirements.
 - *First Photo-Assistant* in Nashville's entertainment and music industries.
 - Coordinated with photographers to establish gear and labor requirements necessary for production of their client provided creative briefs and vision.
 - Provided creative and situational problem-solving to photographers to help achieve their vision within budgetary and creative constraints.
 - Managed gear and labor on shoot days to maintain a safe, organized, and successful production.
 - *Assistant Video Editor* on Season 1 of Kid President: Declaration of Awesome.
 - Captured, digitized, and logged shot media from multiple camera systems during studio/shoot days.
 - Prepared and organized media within episode workfiles throughout post-production.
 - Digitized and rendered final media files per broadcast standard.
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EDUCATION:

Trevecca Nazarene University, 2009 Bachelors Degree in Psychology
Chattanooga State Middle College High School, 2005