

SCOTT UNDERWOOD

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2207 Renaissance Way
Atlanta GA 30308



CERTIFICATIONS

Google Analytics 2017-2019
Google Ads Search 2018-2019

GEORGIA SOUTHERN UNIVERSITY

Statesboro Georgia

Major: Information Systems

Minor: Graphic Communications Mgmt.

Awards: Dean's List 06-07, HOPE Scholarship
06-09, QUAD Graphics Scholarship 2009



SKILLS & EXPERIENCE

Unbounce	Google Ads
HTML	Sketch
CSS	Adobe Creative Suite
InVision	Microsoft Office
Adobe XD	Google Data Studio
Webflow	Mailchimp



EMPLOYMENT

03.2019 10Xfive Atlanta, Georgia

PRESENT UX/WEB DESIGNER

Responsible for overall web project development from research and strategy to layout, design, and implementation. Conducted user research to solve user frustrations while accomplishing the client's goals.

02.2017 10Xfive Atlanta, Georgia

03.2019 DIGITAL CONVERSION MANAGER

Design & create landing pages to increase conversion rates, generate leads, and improve user experience. Conduct A/B testing on pages to increase conversions and decrease bounce rate. While my focus within the team is conversion optimization, I also have experience with Search Engine Marketing, Search Engine Optimization, Social Media Marketing, & Email Automation.

05.2018 10Xfive Atlanta, Georgia

03.2019 PODCAST HOST 'THE FILE ROOM'

Curated and edited bi-monthly business podcast. Episodes centered around entrepreneurs, startups, and corporations attempting to scale their companies at hockey stick growth rates.

12.2016 Roundsphere Athens, Georgia

02.2017 PROJECT MANAGER

Collaborated with development teams and senior product manager to streamline and automate client's complex business processes to increase efficiency. Utilized tools such as Dexi.io, Zapier, and JavaScript to complete objectives within the specified deadlines. Worked daily with the product team to troubleshoot and solve any programming issues