




## CONTACT

 225-931-8505  
 nyaskipper@yahoo.com  
 www.nyaskipper.com

## SKILLS - FREELANCE

- Graphic Design
- Video Editing
- Social Media Management, CRM
- Web Development, SEO
- Animation
- Event Planning
- Contract Writing
- Digital Marketing

## EDUCATION

### ARIZONA STATE UNIVERSITY

MS - DIGITAL MARKETING

### LOUISIANA STATE UNIVERSITY

BFA - STUDIO ART

### HUBSPOT ACADEMY INBOUND MARKETING CERTIFIED

### HUBSPOT ACADEMY SOCIAL MEDIA MARKETING CERTIFIED

### GOOGLE ANALYTICS CERTIFIED

### GOOGLE ADS CERTIFIED

## REFERENCES

### MAROLON MANGHAM

(225) 324 - 9527

### TODD SANFORD

(225) 936 - 6559

### ALYSON COYLE

(225) 369 - 1334

# NYA SKIPPER

## DIGITAL ARTIST / DIGITAL MARKETER

Creative marketing professional and digital strategist with expertise in graphic design, content creation, web development, and social media management. Skilled in crafting compelling brand narratives, leading creative direction, and producing high-impact digital campaigns that drive engagement. Adept at optimizing web platforms, enhancing user experiences, and integrating technology to elevate learning and promotional initiatives. Proven collaborator with experience managing budgets, securing funding, and aligning creative strategies with organizational goals.

## EXPERIENCE

### LA ADDICTION COUNSELOR TRAINING PROGRAM DIRECTOR & MARKETER

Louisiana Association of Substance Abuse Counselors and Trainers

Facebook: **LASACT**

Website: **www.lasact.org**

2021 - Present

- Leading the visual identity of LASACT through graphic design, multimedia content creation, and cohesive brand storytelling across all platforms.
- Designing, developing, and maintaining the LASACT website to ensure an SEO optimized, user-friendly, and visually engaging interface.
  - Exceptional SEO performance with very high clicks and impressions, e.g., "lasact" query alone received 638 clicks from 1,064 impressions, a CTR of almost 60%.
- Managing and curating LASACT's online presence with compelling campaigns, graphics, and multimedia to drive engagement and awareness.
  - Directed creative strategy across web, social, and print, leading to a 631% increase in Facebook views (39,124 views in one month), 1,028% increase in interactions (1,313 total), and over 100 new followers during 2024 conference campaign.
- Collaborating with the Office of Behavioral Health to secure funding and resources, with \$181,626 secured for the 2025-2026 fiscal year.
- Overseeing budgets, grant applications, and financial planning.
- Supervising the creation and delivery of online courses and training content.

### WEB DESIGNER & GRAPHIC DESIGNER

Big Dreams Drama Program

Website: (**www.bigdreamsdrama.com**)

2022 - Present

- Design, develop, and maintain the program's website and any additional digital platforms, ensuring optimal performance, functionality, and a responsive design.
  - Keywords such as "acting for kids near me" and "theatre programs for kids near me" show top positions (around #1) and solid click-through rates (CTR up to 100% in some cases, although low impressions).
- Create visually compelling graphics for digital marketing campaigns, social media platforms, event promotion, and print materials.