

David Ayers

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FULL-TIME WORK EXPERIENCE

Boston College

Assistant Director, Communications (promotion)

FEBRUARY 2018 - PRESENT

Senior Communications Specialist (promotion)

NOVEMBER 2015 - JANUARY 2018

Communications Specialist

MARCH 2011 - OCTOBER 2015

- Transitioned the university through two CMS conversions
- Oversaw a complete website redesign of bc.edu/catalog and bc.edu/studentservices, which account for 2 million yearly total page views
- Led search engine optimization and site accessibility compliance for three university websites
- Served as product expert for information system projects Curriculum Management and Course Info & Schedule
- Designed new technology components for the university's newest CMS, Adobe Experience Manager
- Produced the University Commencement Program, the University Catalog, the First-Year Student Academic Planning Guide, and the Financial Aid brochure for prospective students, among other publications
- Managed Student Services' social media accounts
- Supervised one Communications Specialist and up to three student employees

Bedford/St. Martin's

Assistant Production Editor (promotion)

JANUARY 2011 - FEBRUARY 2011

Production Assistant (promotion)

JANUARY 2008 - DECEMBER 2010

Production Intern

SEPTEMBER 2007 - DECEMBER 2007

- Produced humanities textbooks, handbooks, ebooks, and book companion websites: google.com/search?tbm=bks&hl=en&q=david+ayers+bedford%2Fst.+martin%27s
- Hired and managed copyeditors, designers, and printers
- Designed interior pages for history series titles and landing pages for the online Bedford/St. Martin's catalog

Multifaceted, results-oriented marketing and communications professional, with a background in writing and design, who believes in the power of authentic human connection through sincere storytelling.

EDUCATION

Marist College, M.A. (2012–2014)

Integrated Marketing Communication

- Graduate Scholars Award, 3.94 GPA

Emerson College, B.A. (2003–2007)

Writing, Literature & Publishing

- Minor in Print and Multimedia Journalism
- Magna Cum Laude, 3.69 GPA

SKILLS

Excellent command of Adobe Creative Cloud and Adobe Experience Manager, advanced in Acrobat Pro DC, Dreamweaver, InDesign, Illustrator, Photoshop, and Spark, and experienced in Premiere Pro

Proficient in CSS, HTML, XML, image manipulation, prepress production, graphic design, web design, and video editing, and some familiarity with SQL

Impeccable grammar, punctuation, copywriting, copyediting, proofreading, and presentation skills, judging accurately for appropriate tone and context and ensuring clarity of language for a variety of audiences and use cases

Detail-oriented with strong analytical, organizational, and problem-solving skills

Demonstrated ability to manage multiple overlapping projects, maintain deadlines, and shift priorities, scope, and requirements to meet shared goals and objectives of stakeholders

PART-TIME WORK EXPERIENCE

Marist College *Teaching Assistant*

OCTOBER 2014 - DECEMBER 2014

- Teaching Assistant for Integrated Marketing Communication master's-level course in Brand Management (COMI605L-750)

Quarto Group *Blogger, Rockport Publishers*

JUNE 2010 - JANUARY 2011

- Wrote, edited, and developed content for Rockport Publishers' *Regarding Design* blog
- Established rapport with readers and the design community by analyzing case studies, interviewing industry leaders, and promoting sponsored design contests

ADDITIONAL COURSEWORK

Typography *Massachusetts College of Art and Design*

SUMMER 2011

- Accepted into MassArt Graphic Design Certificate Program

Various Graphic Design Courses *New England School of Art & Design at Suffolk University*

SUMMER 2009 - FALL 2010

- Accepted into NESAD Graphic Design Certificate Program
- Courses: Foundations of Graphic Design, Two-Dimensional Design, Basic Typography, Computer Applications in Design

LEADERSHIP

Founding member of **Boston College Social Media Council**

Commencement Committee Lead
Coordinator

Volunteer website editor for the **Martin Luther King, Jr. Scholarship Committee**

Boston College Campus Community Emergency Response Team member

Office of Student Services Business Continuity Plan administrator

Founding member of local community advocacy group **Grafton RISE (Racial Inclusion and Social Equality)**

EXAMS AND CERTIFICATIONS

Wilderness First Aid Certification
National Outdoor Leadership School (NOLS)
IN PROGRESS

Community Emergency Response Team (CERT) Certification
Federal Emergency Management Agency (FEMA)
NOVEMBER 2014

CAUSES

Animal welfare, environmental sustainability, gender and racial equality