



# Austen Neal Clay

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## EDUCATION

**Bachelor of Science** | Communication Studies 05/2021

**University of Alabama, Tuscaloosa, AL**

GPA: 3.865/4.0, Magna Cum Laude

- UA Scholar (awarded for exceptional ACT scores)
- Dean's List
- Selected Coursework: Rhetoric, Advanced Public Speaking, Communications Research, Organizational Communications, Web Foundations, Legal & Ethical Issues in Computing
- Minor in Global Studies and Perspectives

**Graduate Work**

**University of West Georgia, Carrollton, Georgia**

Completed six graduate hours in Web Dev I and Program Construction I

**Foundations of User Experience Design Certificate** 05/2023

**Google**

**Web Development Certificate Series** 07/2022

**University of Michigan**

Certificates completed in Introduction to HTML5, Introduction to CSS3, and Interactivity with Javascript

**Graduate Program** | Technical Writing & Digital Media *EXPECTED IN 04/2024*

**Middle Georgia State University, Macon, GA**

Currently enrolled in Graduate Certificate in Technical Writing and Digital Media, which can be applied to full master's degree. Program includes web development, writing in digital environment, instructional design, and human computer interaction. Began May 2023.

## PROFESSIONAL SUMMARY

Multi-talented, outgoing recent Magna Cum Laude grad with a passion for digital media and creating a positive user experience through effective interaction design and cohesive messaging. A competitive and genuinely fast learner eager to gain new experience and growth.

## SKILLS

- Exceptional writing skills; ability to perfect prose and create immersive storytelling experiences
- Experience with Canva, digital photography, logo creation and branding
- Exceptional oral and persuasive

- Fluent in Microsoft Office and social media applications; SEO communication skills; public speaking; teamwork, analytical thinking
- Understanding of microcomputer applications, HTML/HTML5, CSS/CSS3, JavaScript/JQuery, basic programming fundamentals, Twig

## WORK HISTORY

### WEB SUPPORT TEAM ASSISTANT (GA)

10/2022 to 05/2023

#### USG eCampus

- Provide front-end support and testing across multiple websites for the University System of Georgia.
- Meet deadlines as graduate assistant in fast-paced, creative environment.

### DIGITAL MEDIA CONSULTANT

07/2021 to CURRENT

#### Orange Cat Media (Self-Employed) | Carrollton, Georgia

- Helped clients develop websites, digital presence and social media pages to promote businesses and services.
- Created written content for both social media and websites as requested.
- Determined and supported keyword selection and other strategies to maximize SEO.

### ASSOCIATE MANAGER (MARKETING)

03/2017 to CURRENT

#### Chesnut Coast Properties

- Maintain VRBO and media accounts (including photography) for high-volume vacation property on Gulf Coast with emphasis on customer service and seamless guest experience.
- Respond to guest inquiries, troubleshoot issues, provide follow-up; achieved 4.9/5.0 satisfaction and helped to double revenues over three years.

### SEASONAL RETAIL SALES

03/2017 to 05/2017

#### The Squire Shop | Carrollton, Georgia

- Seasonal sales in high-end men store focusing on formal and trendy attire.
- Provided top-notch service to boost sales and customer satisfaction.

## CERTIFICATIONS

- Basic User Interface Design for Web Developers, Coursera Project Network, April 2023
- The Fundamentals of Digital Marketing, Google Digital Garage, May 2023