

Dawson Davis, MBA

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OBJECTIVE

Student-focused professional with four years of experience in higher education seeking a dynamic role to leverage my expertise in student affairs and technical problem-solving. Dedication to excellence has allowed me to refine my skills in delivering top-tier service. My strong work ethic and a relentless drive for learning, has enabled continuous growth throughout my professional journey.

EDUCATION

UWG, MBA Digital Marketing

July 2024, 4.0 GPA

UWG, BBA Management

May 2023

EXPERIENCE

University System of Georgia

December 2020- Present

Educational Program Specialist | *June 2025 - Present*

- Responsible for design, implementation, and operational support of the eCampus proctored exam model for partner institutions.
- Operationally support faculty, students, and testing centers through our Proctored Exam model.
- Analyze testing-related financial information to develop efficient use of resources and procedures, providing strategic recommendations.
- Formulate and implement policies related to testing integrity to ensure compliance with SASCOC and USG.
- Work with testing vendors to manage and operate the program proctored exam environment.

Help Desk Representative | *June 2024 - May 2025*

- Conducted webinars delivering essential service updates and ensuring a seamless online experience for students.
- Executed the training and professional development for student assistants, equipping them with the skills to excel as Help Desk Reps while fostering their personal and professional growth.
- Created and improved training manuals to enhance customer service efficiency and consistency.
- Utilized Salesforce to generate and track tickets, ensuring timely follow-ups in the clients journey.
- Developed and maintained dynamic Salesforce reports that provide administrators with critical insights into stress points, ensuring a highly effective and supportive team of agents.
- Analyzed and validated HD reports to ensure accuracy and alignment between calls, chats, and tickets, driving data-informed decision-making and operational efficiency.
- Collaborate cross-functionally across multiple teams to provide up-to-date information to our team.

Digital Marketing Assistant / (Graduate Assistant) | *Aug 2023 - May 2024*

- Developed and executed social media campaigns for eCampus, creating engaging content to enhance outreach and student engagement.
- Conducted in-depth research on social media trends to enhance our social media presence.
- Independently expanded proficiency in Adobe Suite by applying tools to enhance creative projects.

SKILLS

- Communication
- Attention to Detail
- Time Management
- Creative Minded
- Adaptable
- Persistent
- Self-Motivated
- Collaborative

SOFTWARE

- Microsoft Suite (Teams, Excel, Outlook)
- Adobe Suite (Premiere Pro, Photoshop)
- Gecko Engage
- D2L/Brightspace
- Salesforce
- Qualtrics
- SPSS
- Zoom

AWARDS AND ACCOLADES

- Thirty 5-Star Reviews
- Beta Gamma Sigma Recipient *May 2023*
- President's List *Jan 2022 - May 2023*
- Dean's List *Aug 2022 - May 2023*
- Dean's Leader Council

EXTRA-CURRICULARS

University of West Georgia

Management Club

President *Jan. 2023 - May 2023*

Membership Director *Aug. 2021 - Dec. 2022*

- Led the enrollment process for prospective members, providing personalized guidance and support.
- Demonstrated accuracy in maintaining enrollment numbers.
- Enhanced communication with members boosting participation and fostering a vibrant club community.
- Maintained regular communication with members, strategizing on initiatives to increase retention and membership numbers.
- Led search committee for Board Members.