

Dawson Davis, MBA

OBJECTIVE

Student-focused professional with four years of experience in higher education seeking a dynamic role to enhance the lives of others. With a strong work ethic and a relentless drive to learn, has enabled continuous growth throughout my professional journey and to share that with students.

EXPERIENCE

University System of Georgia eCampus

December 2020- Present

Adjunct Professor of Economics & Marketing | *August 2025 - Present*

- Taught Financial Literacy and Intro to Marketing to students throughout the University System of Georgia

Educational Program Specialist | *June 2025 - Present*

- Analyze testing-related financial information to develop efficient use of resources and procedures, providing strategic recommendations.
- Responsible for the design, implementation, and operational support of the eCampus proctored exam model for partner institutions.
- Provide operational support for 15,000+ proctored exams annually, serving faculty, students, and 20+ testing centers by troubleshooting scheduling, vendors, and policy compliance issues.
- Collaborate with testing vendors to manage and operate the program proctored exam environment.

Help Desk Representative | *June 2024 - May 2025*

- 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.
- Conducted webinars delivering essential service updates and ensuring a seamless online experience for students.
- Created and improved training manuals to enhance customer service efficiency and consistency.
- 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.
- Collaborated 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.

Senior Student Assistant | *Sept 2022 - July 2023 (Promoted from Previous Student Assistant Job)*

Student Assistant | *Dec 2020 - August 2022*

EDUCATION

University of West Georgia, Masters of Business Administration, Digital Marketing | *July 2024*

University of West Georgia, Bachelors of Business Administration | *May 2023*

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

- 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*