

# DAVIN LACKSONEN

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1508 Southport Dr.  
Apt 146  
Austin, TX 78704  
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5127080472

## EDUCATION

B. A. in English (Creative Writing emphasis)  
B. A. in Film Studies  
Minor in Computer Science

Willamette University, Spring 2014

## CERTIFICATIONS

### DigitalMarketer Online Courses:

- Content Marketing Specialist
- Optimization and Testing Specialist
- Paid Traffic Specialist
- Social and Community Specialist
- Conversion Funnel Specialist

### Google Individual Qualifications

- Google Analytics Certification
- Google Adwords Certification

## EXPERIENCE

### Part Time Contributor

<http://www.filmmisery.com>

*Film Misery*

- Wordpress blogging on great moments in film history and DVD/Blu-Ray releases.

Summer 2010-Fall 2011

### Student Outreach Ambassador

*Willamette University Office of Admissions*

Salem, OR

- Cold-called prospective students, applicants, and admittees to advise on college decisions.

Aug 2011-May 2012

### Contributor

<http://www.willamettecollegian.com>

*Collegian*

Salem, OR

- Wrote bi-weekly film reviews or other commentary on the film industry.

Fall 2012-Spring 2014

### Sales Development Representative

<http://www.shippingeasy.com>

*ShippingEasy*

Austin, TX

- Cold called online businesses to sell a web-based app that aids e-commerce businesses in streamlining their shipping processes
- Managed account onboarding
- Occasionally maintained affiliate relations with partner's representatives

Summer 2014-September 2015

### Assistant Project Manager

<http://www.nativecommerce.com>

*Native Commerce*

Austin, TX

- Managed the assembling of assets for sales funnels

September 2015-January 2016

- Edited and published kindle books
- Managed e-mail opt-in forms and auto-responders
- Wrote some e-mail blasts and copy

#### **Freelance Writer**

<http://www.klazemacommunications.com>

*Klazema Communications*

McKinney, TX

- Write daily freelance articles for clients
- Make sure content is search engine optimized

February 2016-Current

## **EXTRACURRICULAR**

**Dunn County Newspaper**, Wrote several articles covering entertainment and sports

**Menomonie High School Media Representative**, Wrote several press releases regarding upcoming events (i. e. Earth Day)

**Media Representative**, Designed websites, bandcamp and soundcloud profiles/prepared press kits for Roman Tick and manning.

**Moz.com**, Actively read up on SEO and marketing trends

## **REFERENCES**

Alison Ezard, (818) 429-4695, Collegian Lifestyles Editor, Salem, OR

William Duvall, (503) 370-6314, Willamette University Professor, Salem, OR

Sarah Peglow, (512) 775-9646, Native Commerce Project Manager, Austin, TX

Matt McVaney, (832) 527-2102, Shipping Easy Sales Manager, Austin, TX

Katie May, [katie@shippingeasy.com](mailto:katie@shippingeasy.com), Shipping Easy CEO, Austin, TX