ASIA BROWN

(813) 465-9128
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Skills

Adobe Creative Suite, Adobe Experience Manager, Advertising, AP Writing Style, Canva, Canvas, Content Management Systems, Copywriting, Curriculum Development, Editing, HTML, Instructional Design, Marketing, Microsoft Office, Photography, Project Management, Rise 360, Search Engine Optimization, Social Media, Training, Written and Oral Communication

Education

Master of Science in Instructional Design and Technology
The University of Tampa | Expected Graduation: May 2026

Master of Art in Social and Emerging Media
The University of Tampa | 2022

Digital Photography
Valencia College

Bachelor of Science in Business Administration Marketing
- Mass Communications Minor
University of Central Florida

Work Experience

Web and Digital Communications Accessibility Coordinator
The University of Tampa | March 2020-Present

Document Accessibility Assistant Team Lead
Braille Works | October 2018-February 2020

Photographer
Freelance | December 2015-Present

Relevant Expertise

Communications
- Establish and maintain productive, professional working relationships
- Display a high level of interpersonal skills, both written and verbal
- Lead faculty and staff trainings semesterly

Instructional Design
- Design and develop engaging, learner-focused instructional materials, including eLearning modules, instructor-led training, and blended learning solutions
- Utilize multimedia tools and technologies to develop interactive and visually appealing training materials
- Evaluate the effectiveness of training programs through data analysis, surveys, and learner feedback, making iterative improvements to enhance outcomes

Marketing/Social Media
- Stay informed about industry trends and best practices in marketing
- Contribute to the development and execution of marketing and communications
- Nominated for Marketer of the Year in 2022 for UTampa Elf social media campaign

Web Content Management
- Leverage SEO strategies to optimize web content and increase website visibility and traffic
- Regularly audit website and implement changes as necessary to improve site performance and user experience
- Assisted with the migration and redesign of the university's 5000+ page website

Relevant Coursework

Digital Marketing, Digital Storytelling, Introduction to Instructional Design, Marketing, Principles of Advertising, Social and Emerging Media Strategy and Analytics, Social Media as Mass Communication, Visual Design for Emerging Media