





CLEETON A. GUMBS

DESIGN. MARKETING. CREATIVITY.

-  www.cleetongumbs.com
-  cleeton.gumbs@gmail.com
-  [CleetonAGumbs](#)
-  [Cleeton Gumbs](#)

employment

- 2017 - PRESENT NPE Coaching**
Graphic Designer

 - Supports the marketing team in developing marketing campaigns and sales funnels
 - Keeping website design and online marketing fresh, creative, and consistent with branding
 - Designing mockups for landing pages, blog/social media images, infographics,
 - Develops creative designs that increase website conversions, click through rates, and drive response

- 2015 - 2017 Florida A&M University College of Law**
Web Administrator

 - Develops and maintain the college's website – law.famu.edu
 - Designs web marketing materials which include: Landing pages, digital content (including graphics and videography) and social media ads
 - Software utilized includes: Adobe photoshop, Illustrator, After Effects, Brackets, and Final Cut Pro

- 2014 - 2015 Market Traders Institute, Inc.**
Web/Graphic Designer

 - Designs web marketing materials which include: Landing pages, graphical emails and social media ads
 - Designs marketing campaign logo, and assist with the rebranding of current product packaging
 - Software utilized includes: Adobe photoshop, Illustrator, Brackets, Sublime Text, Source Tree, GitHub, Exact Target, and Salesforce.

- 2013 - 2014 Aya Associates, Inc.**
Senior Support Analyst/Webmaster/Graphics Manager

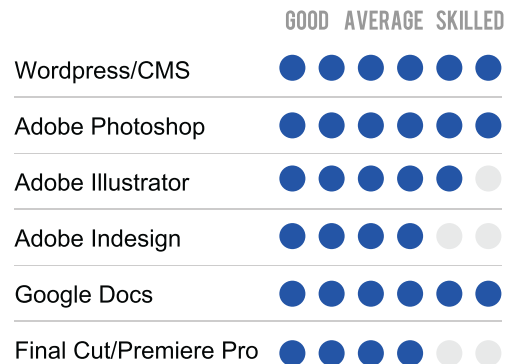
 - Develops and maintains all company sites which includes: ayaassociates.com, katarinasystems.com, and comp-u-floor.com
 - Develops wordpress websites/online sales portals for clients in the floor covering industry
 - Develop and manages product rebranding project which includes: a redesigned product logo, a website redesign, SEO initiatives, and new marketing material for both web and print
 - Manages SEO campaigns and Google Analytic reporting for all company and client websites




education

Bachelor of Science in Business Marketing

School of Business
 Orlando, FL
 University of Central Florida

professional skills



-  407.221.5272
-  cleeton.gumbs@gmail.com
-  www.cleetongumbs.com

658 Shropshire Loop
 Sanford, FL
 32771