



# Cleeton Gumbs

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## PROFESSIONAL EXPERIENCE

### Creative Services and Web Development Manager

*Instructional Empowerment* | 2020 – Present

- Led full-scale redesigns of digital platforms, including the Marzano Evaluation Center website, resulting in a 348% increase in user engagement within two months.
- Managed a cross-functional team and external vendors to deliver high-quality digital assets aligned with marketing initiatives.
- Launched SEO-optimized campaign landing pages, contributing to a 1,316% return on ad spend and over \$140K in revenue from a single webinar initiative.
- Streamlined creative operations using Agile SCRUM, increasing team productivity by 30%.
- Partnered with product, content, and web development teams to align messaging, UX, and performance.

### Marketing Strategist

*The Centr* | 2019 – 2020

- Designed and implemented full-funnel marketing strategies that improved brand awareness by 40% and increased email engagement by 25%.
- Created digital content and creative collateral to support new campaign launches across paid and organic channels.
- Leveraged Agile workflows to improve team agility and execution timelines.

### Senior Web/Graphic Designer

*NPE Fitness* | 2017 – 2019

- Designed performance-based landing pages and email campaigns for product launches, increasing conversion and customer acquisition.
- Oversaw the production of cross-channel assets, collaborating with internal teams and freelance creatives.
- Led SEO and UI improvements across core digital properties, increasing engagement by 25%.

### Creative Strategist & Web Administrator

*FAMU College of Law* | 2015 – 2017

- Directed the redesign of the college's primary website, improving UX and increasing prospective student engagement by 40%.
- Created branded print and digital materials to support recruitment and public-facing campaigns.

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## EDUCATION & CERTIFICATIONS

### Bachelor of Business Administration

Majors: Business Marketing  
University of Central Florida



**Certified SCRUM Master**  
SCRUM.org

## SKILLS

- **Digital Marketing Strategy** | Cross-Channel Campaigns | Paid Media (Google Ads, Meta, LinkedIn)
- **Web & Content Management** | CMS Platforms (WordPress, Unbounce, Shopify)
- **SEO & CRO** | Semrush, Smartlook, Google Analytics, Search Console, Page Speed Optimization
- **Marketing Automation** | HubSpot, Salesforce CRM, Zapier
- **Design & UX/UI** | Adobe Creative Suite, Figma, Adobe XD
- **Agile Project Management** | SCRUM, Jira, Wrike, Monday.com
- **Team Leadership** | Vendor Coordination | Stakeholder Communication
- **Video Production** | Final Cut Pro, Adobe Premiere, After Effects