

Austin Boardman

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Summary

Results-driven **Digital Marketing Specialist** with 6+ years of experience in **website development**, **content management**, **search engine optimization (SEO)**, and **graphic design**. Expertise in **Adobe Creative Suite**, **UX/UI design**, and **content management system (CMS) platforms** including **Adobe Experience Manager**, **Drupal**, and **WordPress**. Proven ability to **lead web rebranding projects**, create **high-converting digital content**, and **optimize user experiences**. Strong background in **analytics**, **project management**, and **cross-functional collaboration**.

Professional Experience

Digital Marketing Analyst

Labcorp | January 2022 – Present

- Transition over 40 websites from **Drupal** and **WordPress** to **Adobe Experience Manager (AEM)**.
- Leads **web design** and **user experience (UX)** improvements for corporate sites across multiple business units.
- Design and implement **digital marketing campaigns** aligned with **SEO** and content marketing best practices.
- Create **web graphics**, **animations**, and multimedia content to enhance user engagement and brand consistency.
- Collaborate with marketers and cross-functional teams to deliver **user-centered content** and optimized **landing pages**.
- Train internal teams on **content management systems (CMS)**, **UX/UI principles**, and **digital asset management**.
- Analyze website performance using **Google Analytics** to inform data-driven marketing strategies.

Digital Marketing Intern

Labcorp Drug Development | May 2020 – January 2022

- Managed and updated **blog**, applying **SEO strategies** and content marketing best practices.
- Produced detailed **Google Analytics** and **campaign performance reports** for marketing stakeholders.
- Led **rebranding and website redesign** from Covance to Labcorp, strengthening **brand consistency**.

Photo Retail Salesman

Indianapolis Motor Speedway | April 2018 – December 2019

- Assisted customers in purchasing historical and race-themed **graphic artwork** and **photography**.
- Produced original **digital artwork** promoting the **Indianapolis 500** and motorsports history.
- Managed a **pop-up retail store** during practice, qualifying, and race events, optimizing customer experience.

Technical Skills

- **Digital Marketing**: SEO, Content Marketing, Campaign Analytics, Google Analytics, Email Marketing
 - **Website Development**: Adobe Experience Manager (AEM), WordPress, Drupal, UX/UI Design, Website Migration
 - **Graphic Design**: Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Creative Cloud
 - **Accessibility Standards**: ADA Compliance, WCAG Guidelines
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Education

Purdue University

Bachelor of Science in Animation and Web Programming | August 2018 – May 2022

- Member of Purdue "All-American" Marching Band (3 Seasons)
- Advisory Board Member for Volleyball Student Section (2 Seasons)
- Special Events Committee Member, Purdue University Dance Marathon supporting Riley Children's Hospital