Devlin Yorker

email
me@devlinyorker.com

Web Management | IT | Digital Marketing

web dev
- HTML
- CSS
- PHP
- SQL
- JavaScript

web mgmt
- Wordpress
- Drupal
- MySQL
- cPanel
- Elementor

google
- GA4
- Tag Manager
- Ads
- Search Console

creative
- Photoshop
- InDesign
- Premiere
- After Effects
- Photography

advertising
- Google Ads
- Meta Ads
- Reddit Ads
- Mailchimp

professional
- Excel
- Zendesk
- Solarwinds
- MagicInfo

education

Bachelor of Science in Information & Communication Technology

Florida State University | August 2018

Computer Programming

Certification | Santa Fe College | April 2024

experience

The Collier Companies

Digital Marketing Specialist | 2022 - Present

- Developed and improved custom templates for company websites in Wordpress.
- Managed and optimized Google and Meta ad campaigns across 50 accounts.
- Set up conversion actions on all company sites using Google Tag Manager.
- Maintained and updated Wordpress databases using MySQL Workbench.
- Utilized Premiere, Canva, Photoshop, and After Effects to create digital marketing assets.
- Created extensive reporting workbooks and for budget and marketing analysis in Excel

Plant Pathology Department, University of Florida

Marketing & Communication Specialist | 2018 - 2022

- Migrated multiple department websites to a new, mobile-friendly, accessible templates.
- Collaborated with admin, faculty, and students to assess and resolve communication needs.
- Regularly updated the department website with news and content.
- Acted as the department photographer.

College of Social Sciences, Florida State University

Junior Web Developer | 2017 - 2018

- Utilized HTML, CSS, and PHP to assist in developing Drupal web templates .
- Utilized Photoshop and Illustrator to create graphics for department websites.