

JOHN DAVID AYERS

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INTENT

To obtain a challenging and rewarding position that will allow me to use my knowledge and technical proficiencies to contribute to the company's growth and innovation for a long-lasting career.

CORE STRENGTHS

- Communication
- Task-Oriented
- Detail Oriented
- Multitasking
- Leadership
- Problem Solving
- Project Management
- Achiever
- Team Player

TECHNICAL SKILLS

- ✓ HTML5 / CSS3 / PHP
- ✓ jQuery / JavaScript
- ✓ GitHub
- ✓ MySQL
- ✓ AI: ChatGPT / Midjourney
- ✓ Photoshop / Illustrator / Acrobat
- ✓ ASANA
- ✓ Word / Excel / PowerPoint

WORK EXPERIENCE

Apr. 2022–Present

Vice President of Operations

The AAM Group

- Achieved year-over-year growth of 50%+ by overhauling marketing and technology from concept/research to final execution.
- Boosted retention amongst 20+ marketing and technology professionals through new training and incentive programs, acting as a trusted mentor and leader.
- Grew program brands exponentially while enhancing engagement and influence with manufacturers, associations, and industry leaders. Sought as a thought leader and principal stakeholder liaison.
- Conceptualized and incorporated a web portal accessed by 30K+ accounts while also supporting web development platform buildout from 0 to over 200 customers. Used practices that are now the company's gold standard.
- Improved company policies and best practices to strive to propel our company forward. Acting as a brand manager awarded 10 trademarks from the US patents office.

Aug. 2015–Apr. 2022

Director of Marketing & Technology

The AAM Group

Apr. 2013–Aug. 2015

Digital Media Specialist

The AAM Group

- Drove full-scale development of Web Applications and the use of digital media for marketing to help build and grow the brands, acting as the go-to resource for emerging technologies and new industry trends.

- Produced detailed reporting on current market conditions and opportunities for growth.

June 2004–Apr. 2013

Head Lifeguard / Aquatics Coordinator

Bristol Family YMCA

- Implemented best practices for lifeguarding, pool maintenance, swim programs, management, scheduling, and more, maintaining strict compliance with policies and regulations.

EDUCATION

2011–2014

BA in Computer Science: Information Technology

East Tennessee State University—Johnson City, TN

2008–2011

AS in Computer Science: Information Technology

Northeast State Community College—Bristol, TN

2004–2008

High School Diploma

Tennessee High School—Bristol, TN