

# Alex Busbee

Washington, D.C. | [alex.busbee@gmail.com](mailto:alex.busbee@gmail.com) | 319.360.8484 | [linkedin.com/in/alex-busbee](https://www.linkedin.com/in/alex-busbee)

---

## Top Skills

- Figma, UI/UX design, user testing, accessibility, copywriting, copy and photo editing, responsiveness
  - HTML, CSS/SCSS, JavaScript, React.js, Next.js, TailWind, AI, LLMs, Sanity.io headless CMS, QA
- 

## Professional Experience

### **Web Strategist, American Physical Society (remote), 2021 - current**

Created and managed digital products to increase membership, fundraising, and meeting attendance for the Experience & Engagement and Information Systems departments .

- Did front-end development, utilizing AI tools to work faster, to build high-quality and accessible web-based software that met pixel-perfect site-wide design standards on desktop and mobile.
- Led projects and participated on teams using lean, agile, and Kanban methodologies
- Led an effort to increase our number of members with zero ad-spend by using inbound marketing best-practices to identify high-performing webpages and driving users to sign up.
- *Alex is consistently collaborative. The common theme in the feedback from Alex's peers is that he is a role model that they look to for help and guidance, and he consistently delivers.* - Performance Review

### **Website Product Lead, Make All Votes Count DC (remote), 2024**

Built and managed the campaign website, canvassed and collected 370 verified signatures all over Washington DC, all while serving as a member of the Leadership Team.

- Migrated Wordpress website to NationBuilder and set up tools for email, events, and volunteer organizing which helped us win the election with more than 70% of vote.

### **Interactive Marketing Designer, Marquette University (Milwaukee, WI and remote), 2015 - 2020**

Created and managed digital content to increase enrollment, fundraising, brand awareness, and internal and external communications for the Office of Marketing and Communication (remote began in 2020).

- Designed and developed websites and emails that helped Marquette achieve its highest undergraduate enrollment since 1990 and its most diverse student population ever for fall 2019.
  - *Alex demonstrates our values and behaviors while doing excellent work. He's responsive, flexible, accountable and mission centered. He continually seeks and uses feedback to improve his work.* - Performance Review
- 

## Educational Background

**Bachelor of Arts in Journalism, 2015** | Marquette University (Milwaukee, WI)

**Front-End Web Developer Nanodegree, 2016** | Udacity