

JAMES DIEHL

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EDUCATION

August 2023–Present

UNIVERSITY OF ARKANSAS, Fayetteville, AR
Sam M. Walton College of Business
Bachelor of Science in Business Administration, Major: Marketing | Minor: Finance
Expected graduation: December 2026
GPA: 3.6

PROFESSIONAL EXPERIENCE

James Diehl Digital LLC | jamesdiehl.ai
Digital Strategy & Web Development Consultant

May 2026–Present

- Architected, developed, and deployed full-stack, responsive digital platforms for creator-led brands, translating client aesthetics into high-converting e-commerce and affiliate web experiences.
- Client Engagement: The Bag Charm Co. (thebagcharmco.com)
 - Engineered an end-to-end direct-to-consumer (DTC) e-commerce storefront for creator Helena Bowman using AI-accelerated development frameworks.
 - Implemented secure checkout infrastructure, customized product inventory logic, and payment routing via Stripe to support product drops.
 - Formatted UX/UI for mobile-first shoppers, optimizing customer conversion pathways from social traffic to completed sales.
- Client Engagement: Madison Danielle (maddidanielle.com)
 - Designed and deployed a curated editorial lifestyle platform and creator hub featuring integrated affiliate monetization channels and brand partnership showcases.
 - Structured interactive "Shop by Video" and affiliate discount architecture to monetize audience traffic across TikTok, Instagram, and LTK.
 - Integrated email list capture and automated subscriber onboarding funnels to build long-term first-party creator audience equity.

LEADERSHIP & CAMPUS INVOLVEMENT

NATIONAL RESIDENCE HALL HONORARY, University of Arkansas
Director of Finance and Administration

August 2024–May 2025

- Manage bookkeeping for RSO allocations of over \$20,000.
- Present weekly budgetary updates to co-executive members and advisors.
- Coordinate check reimbursement with treasury office and plan bi-semester induction ceremonies.
- Help lead bi-weekly meetings focused on leadership, recognition, and service throughout the community.

BUSINESS LIVING LEARNING COMMUNITY, University of Arkansas

August 2023–May 2024

- Engaged in professional development seminars, corporate site visits, and executive speaker panels to build practical business acumen.

TECHNICAL & MARKETING SKILLS

- AI-Assisted Development: Rapid Web Prototyping (Lovable, Claude Code), HTML/CSS Fundamentals, Frontend UI Design
- Workflow & Automation: Workflow Orchestration (n8n), Webhook & API Triggers, Stripe Checkout Integrations
- Search & Digital Marketing: Keyword Intent Research (Keywords Everywhere), Google Ads (Search/CPC Fundamentals)
- Design & Creative: Visual Branding & Asset Creation (Canva), UI Layout & Mobile-First Design