

Penny Platt

Creative Developer & UX Strategist

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Dear Hiring Manager.

I'm excited to apply for the Web Developer position at The Odigo Group. With 20+ years bridging design direction and development execution, I bring a rare combination: HubSpot technical expertise, comprehensive platform certifications, and a systematic approach to quality that ensures every implementation is both visually polished and technically sound.

HubSpot Expertise with Strategic Depth

In 2017, I completed the full suite of HubSpot certifications—Content Marketing, Social Media, Inbound Marketing, and Email Marketing—through two intensive weeks of training. This wasn't just credential collection; I immediately applied this knowledge at the American College of Healthcare Sciences (2018-2021), where I:

- Led comprehensive web development audits across their HubSpot CMS implementation
 - Executed A/B testing programs and analytics auditing for conversion optimization
 - Managed brand consistency across 100+ digital touchpoints
 - Optimized SEO and user experience for an LMS serving 5,000+ students
- What differentiates my approach is that I treat content strategy and data-informed UX planning as the same discipline. After taking UX Design, Planning & Strategy from the Interaction Design Foundation in 2020, this connection became intuitive—every decision is backed by user behavior data and systematic validation.

Type Safety & Validation as Quality Control

My background in art direction auditing taught me early that quality doesn't happen by accident—it requires systematic validation. I've carried this principle into modern development through:

- TypeScript validation layers that ensure design system compliance
 - Automated QA processes that catch inconsistencies before deployment
 - Component libraries with built-in accessibility requirements and responsive behavior
 - Design token systems that enforce brand consistency programmatically
- This means: when designs are handed off, the technical build doesn't just look right—it's validated against design systems, accessibility standards, and performance benchmarks automatically.

Integration Intelligence

I've built what I call Oksana—a brand-aware content intelligence platform that demonstrates my approach to complex integrations. Currently implemented as a Notion integration (with a Vercel interface in development), Oksana syncs:

- Shopify for e-commerce data
 - Klaviyo for email marketing intelligence
 - Grid API for analytics visualization
 - Notion as the content operations hub
- For my client Petersen Games, this integration provides analytics intelligence that informs content strategy in real-time. I practice content batching and acceleration through this system—exactly the kind of HubSpot workflow automation and API integration your role requires.

Proven Results Through Systematic Optimization

As Creative UX Lead at RunSmart Online, I increased user engagement 40% and grew memberships 25% by:

- Restructuring navigation based on user behavior data
 - Building analytics dashboards that tracked conversion funnels
 - Implementing responsive designs with systematic A/B testing
 - Collaborating with engineering on design system implementation
- These weren't surface-level visual changes—they were systematic UX improvements informed by data and validated through testing.

Why The Odigo Group

Your project-based model aligns perfectly with how I work: I dive deep into understanding business goals, translate them into technical requirements, and deliver implementations that are both beautiful and measurable. My HubSpot certifications + systematic validation approach + integration expertise means I can:

- Build faster - Reusable component libraries and design tokens accelerate development
- Build Better — Type safety and automated validation ensure quality at scale
- Build Smarter — Data-informed decisions backed by analytics and user behavior

I'm particularly drawn to your collaborative environment. My systematic thinking (part of being neurodivergent) naturally produces documentation and processes that make cross-functional work smoother—designers, marketers, and I share a single source of truth.

Technical Stack Alignment

- HubSpot CMS, Design Tools (certified + 3 years production experience)
- HTML, CSS, JavaScript, TypeScript React frameworks
- Responsive design & accessibility aligned with Apple HIG + WCAG compliance
- API integrations & automation workflows established in the Oksana platform for multi-platform development
- IxD certified, data-driven approach to UX best practices
- 20 years design direction experience in Adobe Creative Cloud
- Version control with Github workflows
- Systematic documentation and validation practices and my Typescript / Swift / Apple Intelligence bridge framework ensures code stability and quality

I'd welcome the opportunity to discuss how my HubSpot expertise, systematic validation approach, and integration intelligence can contribute to The Odigo Group's client success. I'm available for immediate project engagement and can provide portfolio examples of HubSpot implementations, design system documentation, and analytics dashboards upon request.

Thank you for considering my application.

Sincerely,

Penny Platt