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Krystal Williams

**FRONT-END DEVELOPER
VISUAL DESIGNER
CONTENT STRATEGIST**

PROFILE SUMMARY

I am an SEO-certified, design-driven developer with extensive experience pairing powerful visuals and compelling copy.

I am deeply committed to creating optimized user experiences through a blend of UX, UI, and development.

SELECTED HIGHLIGHTS

- Yoast *SEO Certificate* | 2019
- General Assembly *Certificate in Web Development* | 2018
- Many tutoring students using my methods scored in the 99th percentile on AP exams and standardized tests | 2012 - 2018
- My SEO-rich copy system placed some articles on Google's first page within one week | 2008

CORE SKILLS

LIBRARIES, LANGUAGES & FRAMEWORKS

HTML/CSS | jQuery | JS | MEAN stack | PHP/Laravel | Vue/Gridsome

EDITORIAL & SEO

Adwords | Analytics | GSuite | MSFT Suite | Reputation Strategies

DESIGN

Adobe XD | Bootstrap & CSS | InVision | Sketch

CMS & CRM

Basecamp | Drupal | Joomla | Salesforce | Wordpress

COLLABORATION

Git | slack | Trello | Zoom

WORK EXPERIENCE

Freelance Editor & Front-End Developer

DREAM FUEL DESIGNS | DEC 2018 - PRESENT

- Currently offering content, brand strategy, and site development for e-commerce and healthcare clients
- I also offer editorial services and writing mentorships for students and business clients

College Preparatory Tutor

MILL CREEK EDUCATION | JUN 2012 - JUL 2018

- Instructed 40-50 students on a weekly, return basis
- Developed customized, groundbreaking learning systems
- Taught AP coursework, standardized tests, and essay writing

Freelance Brand Strategist & Website Consultant

DREAM FUEL DESIGNS | MAR 2009 - DEC 2018

- Developed design and marketing strategies for several startups and small business clients
- Offered business plan assistance, SEO guidance, storyboards, and logo design concepts
- Liaised between clients and backend engineers

Senior Editor

GREEN LIVING IDEAS | JUN 2007 - FEB 2009

- Site-wide content development, editing, and images
- Trained and guided intern writers in SEO best practices
- Monitored Analytics, facilitated content from expert authors
- Tech: Joomla, HTML/CSS, Fireworks, Constant Contact, Basecamp

EDUCATION

Bachelors of Arts in English

UNIVERSITY OF CALIFORNIA AT DAVIS