

# BAILEY UHL

Front-End Web Developer

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## SUMMARY

Front-end web developer with 5+ years of experience building responsive websites, leveraging analytics to optimize engagement, and curating branded email campaigns.

## PROFESSIONAL EXPERIENCE

### Front-End Web Developer & Designer

**Jan 2024 - Present**

*Kinsley Construction - York, PA - In Person*

- Have developed 7 responsive WordPress websites using custom code, premium themes, and plugins
- Implement on-page SEO strategies by optimizing keywords, metadata, and images
- Manage 20+ Google Business Profiles to enhance SEO, increase brand visibility, and drive customer engagement
- Run targeted Mailchimp campaigns using segmentation, A/B testing, and analytics to increase marketability
- Track website and email performance using Google Analytics and Mailchimp metrics to inform business strategy
- Founded a Shopify store and now oversee product selection, vendor sourcing, packaging, and order fulfillment

### Email Specialist & Graphic Designer

**Jan 2022 - May 2023**

*Emerson Rogers - NY, NY - Hybrid*

- Coded 50+ custom emails in Adobe XD and HTML, tailored to campaign goals and brand messaging
- Led the creation of 30+ digital marketing assets, including web banners and email signature ads
- Developed a drag-and-drop email builder, enabling teams to create branded emails faster and at scale

### Email Marketing Specialist

**May 2021 - Jan 2022**

*Amur Equipment Finance - Remote*

- Created 30+ email marketing campaigns and landing pages using Pardot, Salesforce, and HTML/CSS
- Streamlined 10+ automated email drip campaigns with dynamic content and behavior-based triggers
- Analyzed customer engagement metrics, including open rates and click-through rates, using Salesforce.

## SKILLS

HTML, CSS, WordPress, Shopify, UX/UI Design, SEO, Google Analytics, Email Marketing, Automation, A/B Testing, Segmentation, Salesforce, Mailchimp, and the Adobe Creative Suite

## EDUCATION

### Michigan State University

**Aug 2016 - May 2020**

*B.A. Creative Advertising - East Lansing, MI*