

Hayes Crowley – Web / Software Engineer

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WORK EXPERIENCE

Assurant

Sept. 2018 – Present

Digital Content Manager

Atlanta, GA

- Liaised with int'l stakeholders and built out 20 enterprise websites to spec in Agile digital product team; building campaign page UI based on mockups/wireframes; daily UI (CSS, JS and Bootstrap) development; API (TrustPilot, Sprinklr) development; CMS troubleshooting; GTM, Google Analytics, and Pardot/Salesforce management; writing technical documentation in SharePoint; creative assets management and editing in Photoshop; weekly reporting, etc.

CARE USA

Aug. 2017 – Sept. 2018

Contract Web Developer and Technical Writer

Atlanta, GA

- Developed several micro-sites using WordPress themes, tweaking PHP/WP hook plugins and building UI to spec. Managed content in Drupal and Contentful. Liased with agencies and assisted in developing content strategy.
- Wrote NGO program briefs, grant proposals, CMS technical documentation and edited human interest stories; SEO writing and managing Google Analytics account for CARE Switzerland (attracting 90.4% new users over a two-month period).

Georgia State University

Aug. 2016 – Aug. 2017

English 1101 Instructor

Atlanta, GA

- Developed English Composition (1101) course curriculum based on departmental standards. Taught one class per semester while attending graduate school.

ESL Teacher

Aug 2013 – Aug. 2016

ESL Teacher

Various locations

- Taught English as a second language full-time in Nanjing, Asheville, and Atlanta.

FREELANCE WORK (view my [Git Repo](#) or see my full portfolio @ <http://hayescrowley.com/portfolio>)

- Web Development: <http://sxdaccelerator.care.org/>, www.centerforcommunitytransitions.org
- Copy Writing: <https://africanentrepreneurcollective.org/>, <https://www.africare.org/>

SKILLS

- Highly skilled in MERN Stack development, JavaScript ES6, CSS Grid/Flexbox, Twitter Bootstrap, RESTful API development, OAuth 2.0 configuration, Git, Heroku deployment, and Agile methodology. Skilled working in popular CMS's, as well as Adobe PhotoShop and XD. Knowledgeable of content strategy and SEO best practices.

EDUCATION

Georgia Tech Full Stack Coding Bootcamp

Nov. 2019

Certificate of Completion

Atlanta, GA

- Full stack, 6-month intensive coding boot camp that covered web development fundamentals up to MERN, with a sprinkling of Java and OOP fundamentals.

Georgia State University

May 2018

MA English / Digital Humanities

Atlanta, GA