

Heather L. Sosa

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<https://heatherly.github.io/> | <https://www.linkedin.com/in/heathersosa> | <https://github.com/heatherly>

Web Developer with 6 years of experience in web design, website management, and graphic design. Experienced in HTML5, CSS3, Javascript, JQuery, Bootstrap, Express, Node.js, MongoDB, React JS and MySQL. Additionally experienced in marketing collateral creation, branding, and visual design.

Education

University of Denver – Denver, CO

April 2017 - October 2017

University of Denver Coding Boot Camp - Full Stack Web Development

An intensive 24-week long boot camp dedicated to designing and building web applications. Skills learned consisted of HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node JS, MySQL, MongoDB, Express, Handlebars JS, and React JS.

University of Denver – Denver, CO

Graduated 2003

B.A. Digital Media Studies and Mass Communications

Web Applications Built

Cook's Cupboard

- A recipe and meal planning web application which allows users to search and save recipes, build shopping lists and plan weekly menus
- Utilizes the MERN stack (MongoDB, Express, ReactJS, and Node) and the Edamam Recipe API
- Live URL pending

NiteOut

- A search application that provides local events, restaurants, deals and a weather forecast for specified locations and time periods
- Utilizes APIs such as Eventful, Groupon, Wunderground, and OpenTable
- <https://heatherly.github.io/NiteOut>

Relevant Experience

American Heart Association - Denver, CO

April 2016 – December 2016

Volunteer Graphic Designer

- Assisted the Denver Corporate Wellness program with creating event-specific materials and updating marketing collateral

Digitech Systems, Inc. - Centennial, CO

September 2006 – June 2009

Creative Marketing Specialist

- Developed content, design and focus of product reseller marketing collateral, email campaigns, digital graphics, and market-specific B2B and B2C advertising
- Managed corporate website and marketing materials consistent with developed branding standards
- Collaborated with product development, marketing and sales departments for the creation of application graphics and GUI design standards
- Collaborated with sales and marketing teams to develop and execute email campaigns for the product reseller acquisition processes

Maui Wowi, Inc. - Greenwood Village, CO

August, 2003 – September, 2006

Franchise Development Marketing Communications Manager (Jun '04 – Sept '06)

- Managed content, design and focus of franchise brochures, email campaigns, and multiple corporate websites
- Provided graphic design support to Area Developers for market-specific print and online advertising
- Measured sales team performance and effectiveness of online lead generation efforts

Multimedia Designer (Aug '03 – June '04)

- Collaborated with multiple departments on new website projects, including: website redesign, development of a standard look for all operators' websites, and development of website-based resources for franchise consultants
- Designed standard and customizable marketing materials for franchise operators, including: banners, posters, coupons, POS, POP, sales slicks, to-go menus and table tents
- Designed monthly newsletters and email announcements