

# Heather L. Sosa

720.635.6286 | heatherlsosa@gmail.com | Centennial, CO

<https://github.com/heatherly> | <https://www.linkedin.com/in/heathersosa> | [www.HeatherlyDesign.com](http://www.HeatherlyDesign.com)

*Web Developer with 6 years of experience in web design, website management, and graphic design.*

*Experienced in HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, and Node Js. 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 - Javascript 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, & React JS.

### University of Denver – Denver, CO

Graduated 2003

*B.A. Digital Media Studies and Mass Communications*

## Applications Built

### 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

### 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

## **Additional 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

### **Denver Museum of Nature & Science - Denver, CO**

March 2003 – May 2003

#### *Assistant Editor (contract)*

- Edited and composited video for use in computer-generated scenes for a 20 minute professional film
- Collaborated with team members on additional design elements created for film (e.g. information screens, hologram panels, etc.)