

Jenna Deamer

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Skills

Languages: JavaScript, HTML, CSS

Libraries & Frameworks: React.js, Vue.js, Express, Tailwind CSS, Bootstrap

Technologies: Node.js, MongoDB, PostgreSQL, Git

CMS: WordPress, Drupal, Optimizely

Experience

Web Developer, Napoleon – Barrie, Ontario

Jun 2024 – Present

- **Responsive Front-End Development:** Develops high-conversion CTA modules and responsive landing pages, ensuring pixel-perfect, cross-browser HTML/CSS/JS delivery from complex design mockups.
- **Marketing Email Development:** Designs and codes responsive, multilingual HTML email templates for B2B campaigns, overseeing stakeholder approvals and ESP contact segmentation to ensure timely and accurate deployment.
- **Multilingual Content:** Manages and updates content across Drupal and WordPress sites, successfully maintaining localization and accuracy for 40+ global regions.
- **Newsletter Archive:** Developed a centralized, searchable archive in Optimizely CMS, enabling 1,000+ dealers to quickly access and filter past newsletters.
- **Social Commerce Integration:** Integrates user-generated content (UGC) via BazaarVoice to strategically deploy social proof, boosting product authenticity and customer engagement.
- **Third-Party Coordination:** Coordinates bi-weekly with external Drupal teams to plan, test, and deploy critical CMS updates, ensuring platform stability and feature enhancement.
- **EU Collaboration:** Collaborates with European teams across multiple time zones to execute content localization and implement region-specific digital strategies.

Education

Georgian College – Interactive Media Design - Web

Apr 2025

- GPA: 86.84% (Cumulative)
- Relevant Coursework: Web Development, Front-End and Back-End Development, User Experience, UX/UI Design, Digital Marketing and SEO.