



Kacey Willis

Web Designer and Front End Developer

Musical theatre actor and improviser turned web designer and developer. I am a knowledge seeker, detail-oriented, and love turning complex problems into simple solutions. As a performer, I have traveled the world singing and dancing. As I transition to web development, I take all the skills I have learned and use them to create beautiful, clean, and mobile-friendly websites.



kaceycreative@gmail.com



770 876 0520



New York, NY



kaceycreative.com/



linkedin.com/in/kaceylwillis



github.com/Kacey-C

SKILLS

HTML5



CSS3



Adobe Creative Suite



Wordpress



PHP



JavaScript



INTERESTS

Chess

Theatre

Improv Comedy

WORK EXPERIENCE

Web Designer and Digital Manager

Retail Clarity

06/2020 - Present

Dawsonville, GA

Retail Consulting Company

- Implemented a complete redesign of company website, complete with SEO optimization and Google Analytics tracking
- Built an email marketing funnel with Mailchimp, including designing landing pages, email drip campaigns and analysis reports
- Film, edits, and SEO optimization for YouTube channel
- Created and maintained blog
- Advised and strategized marketing techniques for company products and offers

Chess Tutor

Chess at Three

01/2019 - Present

New York, NY

Early Childhood Chess

- Teach chess in 1-on-1 settings in home and virtual
- Manage schedules and maintained relationships with multiple clients on weekly basis
- Organized and instructed virtual chess tournaments for children around the country

COURSES & TRAINING

Front End Development

Skillcrush.com

Web Design

Skillcrush.com

Content Marketing and Video Production

Udemy.com

EDUCATION

BFA Music Theatre

Shenandoah University

09/2011 - 05/2015

Winchester, VA