Marketing Web Developer - GraphCMS (GraphQL CMS)

As the second dedicated marketing teammate at GraphCMS, it was required to be able to do it all! Design & Content writing were a marketing must, and web development for my daily job and general understanding of the company. On a daily basis I:

- Work in React(JSX), Netlify, and Github coding our website landing pages
- Write copy, design, and code for needed landing pages.
- Design new features for our WebApp including UI elements, animations & messages.
- Lead the team through a rebrand / redesign of the app, website, and marketing materials. Facilitating conversations, and executing decisions.

Chief of Growth & Product Manager - TAIA translation

At TAIA, as the first full-time employee, I took on many roles. My main focuses were to design & execute the product, coach the sales & marketing teams, & represent the product at events. Some activities I was responsible for include:

- Recruited, interviewed & onboarded 7: marketers, sales people & developers.
- Set up internal documentation using Slite, & Project Management using ClickUp
- Directed team in a professional git workflow with React, Netlify, & Gitlab
- Setting up the entire marketing funnel & improvement loop.

Content Marketer - ClickUp Project Managment

At ClickUp, our fast paced silicon valley base expanded my networks, taught me how to effectively manage a team, and solidified my skills in understanding and empathizing with users. Here, I was apart of a 1 year old team that:

- Generated 50k Monthly Recurring Revenue.
- More than doubled the amount of active teams from 10K to 25K in 3 months.
- Ranked #1 in highly sought after SEO keywords like "Asana alternative" through landing page creation.
- Managed a community of 25K facebook, twitter, instagram and LinkedIn users.

Freelance Marketing Designer

When I decided studying wasn't the path for me, freelance gave me the platform to learn. Projects I was involved in included: web design, video ideation & creation, graphic design, copyright, and SEO optimization. Here I learned how much I thrive, learning and implementing new things under pressure.

Makenna Smutz

I'm a designer that loves code. I want to work with ambitious, but human companies on their experience and aesthetic.

✎ Tools I use

- ⊘ Figma
- ⊘ Framer
- ⊘ Miro
- ⊘ ClickUp
- ⊘ Jira

</> Tech I work with

- ⊘ HTML/CSS
- ⊘ JavaScript + React
- ⊘ GraphQL (frontend)
- ⊘ Styled-Components

🎒 Positions I've held

- ⊘ Product Designer (UI/UX)
- ⊘ Web Developer
- ⊘ Growth Designer
- ⊘ Content Marketer
- ⊘ Customer Support

🚇 Where I'm growing

- ⊘ User testing
- ⊘ Design to Code (Bridge)
- ⊘ Code > Programming
- ⊘ Micro-interaction design