

Jasmine Parker

Front End Developer

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Summary

Dynamic Front End Developer with over 6 years of experience in creating engaging web applications and optimizing user interfaces. Proven expertise in developing high-conversion landing pages and responsive designs using WordPress, JavaScript, and Bootstrap. Achievements include a 40% increase in engagement through innovative email automation campaigns and a 25% improvement in student engagement metrics. Ready to leverage skills and creativity to enhance user experiences and drive results in the front end development space.

Work Experience

Front-End Web Developer, Erickson Senior Living, Remote (07/2023 - 07/2025)

- Engineered high-conversion landing pages and dynamic homepages using WordPress, Drupal, Bootstrap, and custom JavaScript.
- Developed email automation campaigns and journeys in Salesforce Marketing Cloud by incorporating AMPscript and HTML within data extensions, resulting in dynamic, responsive templates that increased engagement by 40%.
- Maintained AWS media systems, ensuring legal compliance and performance optimization.
- Formulated comprehensive documentation and video training for onboarding team members on new processes.
- Implemented brand standards across all platforms while collaborating closely with marketing, design, and development teams.

Lead Process Manager, Amwins Group, Hybrid (09/2020 - 07/2023)

- Collaborated with business stakeholders to define process requirements, scopes, timelines, and objectives.
- Aligned and facilitated the creation of best practices in line with operational goals.
- Coordinated all necessary parties to ensure timely execution of process changes and adherence to expectations.
- Analyzed pain points related to efficiencies and errors in current state processes.
- Participated in brainstorming sessions to enhance process improvement efforts.
- Formulated recommendations for future state processes, engaging with various business functions to verify that new processes resolve current state challenges.
- Documented future state processes for all servicing-related functions.
- Engineered workflows and worklists to streamline operations.
- Assisted in assigning roles and tasks to existing team members across functional groups.
- Verified that stakeholder needs are continuously met as requirements evolve.
- Transcribed meeting minutes and acted as the point of contact for communications and escalations.
- Implemented best practices through the creation of standardized and documented processes utilized throughout the team.

HTML | CSS | Moodle Web Developer, Johns Hopkins University, Remote (01/2019 - 07/2020)

- Utilized HTML/CSS and custom JavaScript functionality to migrate complex educational content from legacy systems into Moodle LMS.
- Created interactive course modules that featured multimedia content, responsive design elements, and accessibility options.
- Standardized visual hierarchy across 200+ course pages, culminating in a 25% improvement in student engagement metrics.
- Converted educational needs into technical requirements, facilitating seamless integration of content.

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Lead Web Developer & Digital Strategist, Capital Technology LLC, Remote (11/2017 - 01/2021)

- Directed the development of a custom WordPress template that included e-commerce integrations, membership portals, and API-driven features.
- Optimized sophisticated UI/UX patterns focused on conversion enhancement and extensive user experience testing.
- Architected a client portal with tailored dashboards, automated reporting, and real-time project tracking capabilities.
- Oversaw the project management process, spanning requirement collection to deployment and ongoing maintenance.

Web Developer & Brand Strategist, Tell Our Vision Publishing, Hybrid (03/2016 - 04/2021)

- Engineered complete digital platforms for creative professionals, including portfolio websites, e-commerce platforms, and content management systems.
- Integrated marketing automation with website functionality to enable lead generation and enhance customer retention.
- Delivered comprehensive digital consulting services that merged technical development with brand strategy and content planning.
- Developed responsive landing pages that supported marketing campaigns.
- Created engaging email campaigns and customer journeys to enhance user interaction.

Education

Business Office Certification & High School Diploma, Inland Empire Job Corps, San Bernardino, CA (06/2010 - 07/2011)

Skills

HTML5	CSS3	JavaScript	PHP	jQuery	Bootstrap	React	WordPress	Drupal
Moodle	MySQL	AWS S3	Salesforce Marketing Cloud (SFMC)			Mailchimp	Campaign Monitor	
Google Analytics 4		Search Console	WooCommerce	Shopify	GitHub	Workfront	ClickUp	
Trello	JIRA	Adobe Creative Suite		Photoshop	Illustrator	InDesign	After Effects	
Figma	Adobe XD	Canva Pro	AMPscript	Responsive Design		Mobile-first development		
CSS Grid	Flexbox	A/B Testing	Cross-browser testing		Performance optimization			
Accessibility compliance		Technical SEO	Mentorship	Documentation				