

TARALYN HEARD

FRONT-END WEB DEVELOPER

Contact

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904-472-4854

EDUCATION

**Virginia Commonwealth
University**

2014 - 2018

Bachelor's of Science Degree

Major in Marketing

Advanced Google Analytics
Certification

Google Analytics Individual
Qualification

SKILLS

- **Advanced HTML**
- **Advanced CSS** (Grid, Flexbox, animations, SVG, responsive layouts, SASS/SCSS, BEM, etc.)
- **ES6 Javascript**
- **Adobe** (Photoshop, Illustrator, InDesign, Premiere Pro)
- **Google Analytics**
- **HubSpot CRM**
- **Microsoft Office Suite and Outlook Collaboration Tools**

EXPERIENCE

Freelance Web Developer/Designer 2018 - Present

Developed multiple websites and mockups for various local entities. *Projects ongoing/not yet live. More details included on my website.

Digital Marketing Coordinator 2016-2018

Upside of Talent LLC.

- Designed/Developed and launched all campaign landing pages and webpage conversion technologies
- Designed content and wrote copy for all paid and organic ad campaigns
- Co-coordinated sales funnel and CRM marketing automation strategy
- Designed content and co-wrote all email marketing campaigns
- Managed all social media channels (including content creation and curation)