

FRONT END WEB DEVELOPER/DESIGNER FRONT END WEB DEVELOPER/DESIGNER

FRONT END WEB DEVELOPER /DESIGNER Vancouver, WA Goal-oriented & entrepreneurial-minded Front End Developer & Web Designer with a demonstrated history of work in the eCommerce and marketing industries with experience in UX/UI, social media & custom Wordpress website builds. Currently seeking a career in a creatively professional environment where I will be able to utilize my work experience and design degree to its maximum potential. Work Experience FRONT END WEB DEVELOPER/DESIGNER BIZIQ - Phoenix, AZ September 2017 to Present Design and build WordPress sites, logos & graphics using Adobe CS, HTML5, CSS & JQuery. Ensuring a mobile first UX and implementing responsive design across all sites.

Updating existing roster of websites per client/ account manager request. Team collaboration of innovative ideas to bring an effective product to our customers. Wireframing, user flow journey maps and ensuring the best UX for users on new build themes. Digital Marketing Specialist BIZIQ - Phoenix, AZ December 2016 to September 2017 Suggest, design and implement digital products to increase customer ROI. Optimize web content to increase traffic and improve SEO. Analyze marketing metrics, report findings, and redefine strategies on a bi-monthly basis. Analyze digital campaign success and report on web performance metrics. Social Media Communications Specialist Freelance/Self employed - Phoenix, AZ October 2015 to May 2017 Reported performance metrics of all social media platforms & executed ideas to improve performance.

Contributed to developing press releases, media relations content, staff bios, e-mail blasts, social media content, and blog content. Created, scheduled and published content on social media channels via Hootsuite. Managed and scheduled out content calendars on a rolling basis.

Post-production of editorial and inventory images for online content per assignment basis. Unique graphics and social media content creation per client request. Marketing Content Manager Post-production - Scottsdale, AZ May 2012 to December 2015 Conception and design of in-house marketing materials including: email designs, website layouts for mobile and desktop, online ads, social media image campaigns, trade show materials and other various brand projects as needed.

Work with the Creative Director to hone art direction for digital campaign content; help craft

narratives and develop unique and trendy designs. Assist with technical production duties as needed, such as videos, images, design comps and wireframes and help with brainstorming and implementing new features to augment site functionality. Create digital marketing collateral for website, email, social media and sponsorship use. Post-production of editorial and inventory images for eCommerce site. Coordinate and efficiently manage editorial & product photoshoots.

Trade Show Coordinator O.T.R. Marketing - Tempe, AZ October 2008 to November 2014 Execute on-site event set-up, check-in, flow, venue layout, branding, and breakdown. Maintain a status of all on-going projects and make sure all deliverables are met by deadline. Perform sell-through analysis to allocate products based on performance trends.

Education B.S. in Design Arizona State University Continuing Education Paradise Valley Community College Skills MAC (10+ years), MS OFFICE, Bootstrap 4, HTML5, JQuery, User Interface, Javascript, Front End, Front-End, UI, React, CSS3 Additional Information Skills HTML5, CSS WordPress, WooCommerce, Shopify, MailChimp Cloud-based services such as, Google Docs, iCloud & DropBox. Proficient on Mac and Windows OS. MS Office (Excel, Word, Powerpoint)

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