

Visual Content Specialist Visual Content Specialist Web Developer Seattle, WA Work Experience

Visual Content Specialist IDEOCLICK - Seattle, WA August 2018 to June 2019 Created rich visual content to increase conversion and optimized copy for improved visibility on Amazon Successfully managed and coordinated multiple projects from concept through completion while consistently meeting deadlines and requirements Worked 1-on-1 with clients to implement their brand vision while following best practices Web Designer & Developer/ Web Administrator COLVILLE POUR HOUSE - Seattle, WA December 2017 to July 2018 Redesigned and developed customized Wordpress website Improved user experience increasing customer attendance for business events Performed content updates, site maintenance, and provided ongoing technical support Web Designer & Developer B&W ON-SITE - Seattle, WA February 2018 to May 2018 Created customized Wordpress website focused on best SEO practices improving organic visibility which has lead to more business for the client Prepared project proposal and website UI mockups based off of the needs of the client Created a user guide to help clients understand website features and future management E-commerce Specialist/ Web Content Administrator LA STELLA BLU - Missoula, MT April 2014 to December 2017 Created and maintained website content and product listings on business website Utilized analytics to track website traffic and improved site-wide SEO practices Researched new technology and software to improve efficiency of day to day business operations Owner/ Web Designer & Developer/ Web Administrator LULU'S KITCHEN - Seattle, WA January 2015 to January 2017 Created an online housewares retail business Designed and developed a customized Wordpress and WooCommerce store Developed a fulfillment strategy to minimize costs and improve efficiency Education Certificate in Full Stack Web Development The University of Washington - Seattle, WA June 2019 Certificate in Geographic Information Systems The University of Montana - Missoula, MT May 2013 Bachelor's in Fine Arts The University of Montana - Missoula, MT May 2008 Skills Wordpress, Illustrator, Firebase, Git, JavaScript, Photoshop (10+ years), HTML5, CSS3, JQuery, AJAX, Bootstrap, Materialize, Node.js, MySQL, MongoDB, Express, Heroku, Adobe XD, Dreamweaver, ArcGIS Suite, Photography, Cartography, React.js, Redux, Java, Handlebars.js Links <http://linkedin.com/in/gibbons-webdev>

<http://laceygibbonsportfolio.com> <http://github.com/lulu-gibbons>

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