Web Developer and Systems Analyst Web Developer and Systems Analyst Web Design/Development | SEO | UX | Digital Marketing Hamden, CT I'm a freelance web developer and former reporter/editor who's learning new things all the time. Skills: HTML5, CSS, WordPress, web development, SEO, UX, Google Analytics, Google AdWords, social media marketing, digital marketing, writing, editing, and AP style. Authorized to work in the US for any employer Work Experience Web Developer and Systems Analyst United Way of Central and Northeastern Connecticut - Hartford, CT August 2019 to Present Three-month temporary position.   Develop four online giving platform sites and mobile applications and provide daily support for their respective back end systems, including critical production application issues as required. Collaborate with Content Marketing Manager to identify specific site content for each platform. Configure data sets for import and export into online giving systems.   Build and export reporting needed for customers and internal CRM and stakeholders. Freelance Web Designer Freelance/Self employed - Hamden, CT March 2016 to Present Designed and built WordPress website for author Lauren Rico.   Enable browser caching and gzip in website .htaccess file to reduce reliance on plugins for performance optimization.   Assist client with digital marketing strategy (SEO, social media, and email).   Track visitor traffic/activity using Google Analytics; recommend and perform updates or improvements based on traffic measurement.   Ensure GDPR compliance for client's MailChimp list.   Create graphic design elements (photo backgrounds, etc.) when necessary using Adobe Photoshop.   Created multimedia "audiogram" files for promotion of author's latest book using Adobe After Effects. Digital Editor WSHU Public Radio Group - Fairfield, CT February 2003 to February 2016   Proofread, edited, and posted stories to the WSHU website   Engaged audience with local news stories on website and social media   Maintained overall look and feel of digital presence   Assisted in transition to NPR Digital Drupal-based website   Coded HTML 5 media player and podcast XML feed for Sunday Baroque website Editor Hometown Publications - Shelton, CT August 2000 to February 2003   Edited the flagship Trumbull Times   Created print layouts for weekly publication   Posted digital content to newspaper websites using HTML   Researched, wrote, and edited news stories and opinion columns   Composed, captured, and edited

photography as needed Education Professional Certificate in Digital Marketing Fundamentals University of Vermont January 2018 to April 2018 UX Professional Blueprint Skillcrush 2018 to 2018 BA in English Sacred Heart University May 2000 Skills Associated Press Style (10+ years), Editing (10+ years), Website Administration (10+ years), Proofreading (10+ years), Microsoft Office (10+ years), Adobe Photoshop (7 years), Google Analytics (9 years), DoubleClick for Publishers (3 years), Content Management Systems (Drupal) (4 years), Copywriting (10+ years), Content Creation (10+ years), Photography (10+ years), Search Engine Optimization (SEO) (3 years), Wordpress (2 years), Drupal (4 years), Adobe After Effects (Less than 1 year), Powerpoint (Less than 1 year), HTML (10+ years), CSS (10+ years), Adobe Audition (3 years), Social Media Marketing (Less than 1 year), inVision (Less than 1 year), Adobe XD (Less than 1 year), Usability Testing (Less than 1 year), User Experience Design (Less than 1 year), Figma (Less than 1 year), Adobe Premiere Pro (Less than 1 year) Certifications/Licenses Google Analytics Individual Qualification February 2018 to August 2019 https://academy.exceedlms.com/student/award/10306943 HubSpot Content Marketing May 2017 to July 2019 https://hubspot-academy.s3.amazonaws.com/prod/certification/certificate-pdfs/334902f7aedd458b8 4d37d7e5ddf5bb9 Hootsuite Social Marketing Certification July 2018 to Present https://www.credential.net/a3bznrel

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