






Allison Bergstedt

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EXPERIENCE (cont.)

2018 - *CloudCME, Sandusky, OH*
2021 **Client Implementations Software Developer**

- Onboarded new clients working closely with them to design and implement their public facing website and ensuring website maintaining compliance with WCAG standards
- Contributed to product design, UI/UX improvements, curating wireframes and concepts for new screens and product updates
- Analyzed business requirements to create actionable developer tasks in JIRA increasing project efficiency for developers.

2007 - *MyWeddingReceptionIdeas.com*
2018 **Web Developer**

- Lead website developer. Handled all front-end development and product development. Daily CSS, HTML, and Javascript updates.
- Daily website content curation and SEO responsibilities
- Lead design, development, and delivery of website redesign in 2016
- Google analytics campaign management. User research and usability testing. Familiar with AB testing, heat maps, and shopping cart abandonment testing
- Handled SMO marketing responsibilities and Google Adwords campaign.

EDUCATION

2017 - *The Software Guild, Akron, OH*
2018 *C# .Net MVC Apprenticeship Program*

2002 - *Ohio University, Athens, OH*
2006 *Bachelor of Science, Visual Communications*