Amanda L. Morris

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Frontend Web Developer

Leverage Marketing & Writing Background to Design & Produce Optimized Web-Based Content

Extensive experience writing and shaping content optimized for search engines, designing templates for optimal UX, and utilizing responsive web design. Exposure to multiple content management systems (CMS), including WordPress, Drupal, DNN (DotNetNuke), SharePoint, and Squarespace. Consistently attuned to needs of cross-functional team. Proven ability to juggle production and development tasks through to completion under tight deadlines. Recognized for effective communication skills and increasing project efficiency. Thrive in collaborative environment where quality is valued and skill growth is encouraged.

Expertise includes:
JavaScript Frameworks | SEO | UI/UX Designers Collaboration
Cross-Browser Compatibility | User Input Validation

Technical Skills

Programming Languages:	HTML5, CSS3, JavaScript, SQL, C#
Content Management Systems:	WordPress, DNN, Drupal, Squarespace
Design Tools:	Photoshop, Dreamweaver
Version-Control System:	Git

Professional Experience

IBM WATSON HEALTH, Greenwood Village, CO   2017 – November, 2019

Frontend Web Developer
Collaborate with range of teams to produce and present marketing content to public-facing websites. Organize and compile all project and campaign requirements and executed to completion and managed production process with collaborative input. Convert Truven Health Analytics content to new owner, IBM, formatting and utilizing new ownership preferences and tested results, making content more cohesive and company acquisition clear to site visitors.

- Transitioned Truven Health and other IBM-acquired web content to IBM Watson Health domain by collaborating closely with teams to align required functionality, style guidelines, SEO improvement, and platforms; regularly developed custom code.

- Streamlined and redirected older content to newer optimized content under IBM domain while retaining search engine benefits.

- Revamped disparate content sources, including product training materials, government, and global audience materials to updated, consistent template, implementing responsive design for multiple devices.

- Grew CMS knowledge and experience, using WordPress, Drupal, and IBM's Provider Workbench, while also maintaining legacy content in DotNetNuke, applying knowledge to preferred CMS of new IBM ownership.

- Coordinated obtaining required content and assets for quarterly winners and announcements of 100 Top Hospitals, highly publicized and national hospital achievement program.

- Created new forms, in collaboration with others that collected content from different product managers for blog articles, product pages, and YouTube videos. Forms incorporated user input validation prior to submission to back-end database, ensuring minimum requirements were acquired and providing tips and suggestions for SEO success to content authors.

- Adopted and utilized Github version-control system to track updates and changes in production, improving collaboration, enabling restoration of older versions, and providing backup and history on different projects.

IBM WATSON HEALTH (Continued)

- Adopted Kanban process and provided critical feedback to team in migrating to this new process, increasing knowledge sharing and improving collaboration and process efficiency.

TRUVEN HEALTH ANALYTICS, Greenwood Village, CO   2012 - 2017

Web Administrator
Headed project requirements gathering for product marketing, customer supplemental content, and form building for sales leads and managed content for cross-functional teams, such as human resources, customer support, training, and events teams. Coordinated and contributed to execution of marketing projects by determining desired results, designing front-end templates for marketing landing and campaign pages, customer training, events, interactive forms, materials, and presentations from tradeshows and recorded webinars.

- Measured success of marketing campaigns with web analytics utilizing different metrics, keying in on end-user desired terms and content adapted to end-user searches.
- Created new HTML/CSS templates with updated branding and style guidelines and enhanced functionality, making content more consistent and user experience a priority.
- Applied global settings for international clients, adapting content to needs of international users.
- Provided continuous usability and visibility improvement of public-facing website by reviewing success of organic search results using Google Analytics, and by making content more visible and immediate for end-users.
- Uploaded and provided captioning for videos on YouTube platform, enhancing visibility of video content.

THOMSON REUTERS, Greenwood Village, CO   2004 - 2012

Web Administrator
Supported marketing department primarily in web-focused initiatives. Managed company-wide intranet used as resource for employee benefits and events. Maintained public-facing website promoting products and services, along with content from experts in healthcare industry. Maintained SQL database of leads and customers seeking supplemental information.

- Generated presentations and reports, conducted research, and enhanced colleagues' marketing materials and presentations with pertinent content, giving exposure to marketing focus.
- Collaborated with marketing and creative teams to produce content for public-facing website.
- Evolved public-facing promotional content with secured, confidential content, and implemented forms for customer support and marketing tracking, creating more interactive and compelling content.

Education / Professional Development

- **Master of Science (MS)**, Information and Communication Technology, concentration in Web Design and Development Technologies, University of Denver, Denver, CO, 2012
- **Bachelor of Arts (BS)**, English Language and Literature, University of Colorado, Boulder, CO
- Emotional Intelligence, Cybersecurity and Privacy, Agile Principles and Methodologies, Bootstrap Tutorials, Working in Teams with Different Culture, Interpersonal Communication that Builds Trust, What makes a leader?, IBM

Continuing Education

- Certificate, University of Denver Coding Boot Camp, Anticipated graduation September 2020
- Immersed in JavaScript; browser-based technologies, including HTML, CSS, JavaScript, jQuery; MySQL and MongoDB databases; deployment with Heroku and Git; PHP/Laravel; writing tests for quality assurance; and server-side development using Node.js, Express, MERN Stack