

Becky Kate Hall

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Skills & Tools

LANGUAGES & TECHNOLOGIES

JavaScript • CSS • SCSS • HTML • PHP •
jQuery • MySQL • Git

PLATFORMS

Optimizely • Monetate • Maxymiser •
Qubit • VWO • Magento • WordPress •
Shopify

GRAPHIC DESIGN

Sketch • Photoshop

Certifications

Optimizely Certified Developer
March 2016

Education

CHARLESTON DIGITAL CORRIDOR

Code Camp, Web Series 101-105
Completed July 2015

UNIVERSITY OF SOUTH CAROLINA

Bachelor of Arts, Media Arts
Magna Cum Laude
Completed May 2012

Interests

Search Dog Training • Weightlifting •
Photography • Reading

Professional Experience

FRONTEND DEVELOPER

Blue Acorn | June 2015 to June 2017

- Worked within a cross-functional team through ideation, crafting, and execution of A/B tests in numerous optimization platforms for mid- to large-sized enterprise business clients such as Payless ShoeSource, Seaworld, RMS Beauty, and TooFaced Cosmetics
- Developed pixel-perfect designs with responsive, cross-browser compatibility using Magento and WordPress
- Collaborated with client development teams and communicated technical approaches at a high level to non-technical stakeholders to ensure alignment with business needs
- Pair programmed a local build environment that reduced the setup time of new Maxymiser tests by 84% while also increasing the efficiency of test development by consolidating a three-step process into one step
- Served as a subject matter expert for optimization best practices, planned and conducted team trainings about optimization platforms, and provided one-on-one mentorships to five developers concerning optimization development

SHIFT LEADER

Bigby Coffee | August 2013 to June 2015

- Managed shift workers by appropriately delegating tasks, catering to their strengths, and coaching them to build their skills and confidence

PHOTOGRAPHER

Becky Kate Photography | May 2012 to December 2013

- Successfully launched a small LLC business
- Implemented and maintained a professional website using WordPress to communicate value to clients