Bethany Brown

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Technical Skills and Experience

Ten years of experience hand-coding websites using **HTML5, CSS3, JQuery and PHP** to create websites with a focus on crossbrowser compatibility, responsive mobile development and progressive enhancement.

Extensive experience with **responsive HTML email development** and maintaining consistency and performance in all major email clients and mobile devices.

Developed projects on **multiple CMS and E-Commerce platforms** including Wordpress, Expression Engine, Hubspot, LightCMS, Shopify, BigCommerce, Big Cartel, Adobe CQ5, Strutta, Fishbowl.

History with **strategy, growth and management of social media accounts**, including custom Facebook tab development and limited experience with Twitter API.

Additional proficiencies: **LESS/SASS, Github, Adobe Creative Suite, Microsoft Office, GoogleMaps API**

Professional Experience

Sep 2012 - Present	**Adobe Systems**

Digital Marketing Web Producer
- Develop responsive landing pages and HTML emails for Adobe's International Digital Marketing program using HTML5, CSS3, JQuery and media queries
- Hand-coded the program's first mobile HTML email template, now used as their default template

Sep 2010 - Sep 2012 — **Switch Creative Group**
Front-end Web Developer
- Developed responsive websites for various clients from scratch, using HTML5, CSS3, PHP, JQuery on a custom hosting environment or using Expression Engine CMS
- Responsible for developing all client HTML emails from scratch and sending via Mailchimp, Campaign Monitor, Constant Contact or Fishbowl email marketing platforms
- Installed and created custom Wordpress themes for various clients
- Implemented CSS preproccessing (using LESS) as part of development process

Sep 2009 - Sep 2010 — **Inprov Marketing**
Front-end Web Developer and Social Media Manager
- Developed landing pages and micro-sites for various clients using HTML, CSS, JQuery
- Developed and deployed HTML email for various clients using Convio software
- Member of small team that managed social media accounts for several clients with over 50k followers

Feb 2008 - Sep 2009 — **The Petal Pusher**
Floral Designer/E-Commerce Manager
- Afternoon shop manager and floral designer, responsible for taking and filling orders
- Developed and maintained their e-commerce website, using FTD and Telefloral E-commerce platforms

Feb 2005 - Aug 2007 — **Billy Jealousy Skincare**
Graphic Designer/Office Manager
- Designed packaging for several products including Illicit Parfum and The Hits, still in production
- Managed inventory and products using Quickbooks, Microsoft Excel and UPS software
- Maintained and updated company website

Freelance Experience

Feb 2013 - Present — **Inbound Design Studio**
Front-end Web Developer
- Develop and customize websites, landing pages, and blogs for various clients using the Hubspot COS
- Develop HTML email newsletters and templates for various clients using JINGA tags for Hubspot COS

Sep 2010 - Present — **Steadfast Creative**
Front-end Web Developer
- Developed responsive websites from scratch, using HTML5, CSS3, and JQuery
- Implemented websites on Wordpress and Light CMS platforms or within a custom hosting environment

Education

Brookhaven College, Dallas, TX   Visual Communications, 88 credits