

Caitlyn "Caitee" Smith

Front-End Developer

Portfolio: caiteesmith.com

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Location: Hewitt, New Jersey

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EXPERIENCE

- **Automotive Specialty Wraps** Fair Lawn, NJ — Hybrid
Webmaster and SEO Consultant — Freelance March 2023 - Present
 - SEO Improvements: Site sessions increased by **58 percent**. Post views increased by **433 percent**. Unique visitors increased by **48 percent**. Clicks to contact increased by **433 percent**.
 - Produced webpage and content recommendations to improve user experience. Optimized overall website experience, with both minor and major improvements. Optimized all call-to-actions. Updated broken images and links and added backlinks. Collaborated regularly with stakeholders.
 - Made the appropriate onsite and offsite SEO corrections after audit completion. Implemented SEO strategies and best practices. Optimized webpage SEO by adding keyword-focused alt tags to images, detailed meta descriptions for each webpage, and a 404 page. Connected to and tracked website with Google Search Console and Google Business Profile Manager. Copyedited and updated blog posts to include images with alt tags, descriptions, and captions.
- **HIPB2B** Castleton-on-Hudson, NY — Remote
Front-End Developer and Content Manager — Full-Time May 2013 - March 2023
 - Developed a high volume of responsive landing pages and emails per month (**50+**) for B2B marketing white papers, webinars, reports, et al., using HTML, CSS, JavaScript, and PHP. Developed matching emails. Improved email opens by over **50 percent**. Improved client satisfaction by over **25 percent**.
 - Developed proofs of concept from client mock-ups and templates. Designed and developed original proofs of concept. Matched brand guidelines for each proof of concept.
 - Tested responsiveness of landing pages within Adobe Dreamweaver and Responsively. Tested email builds and performance through Litmus. Audited and measured the quality of all sites with Google Lighthouse.
 - Maintained the company's WordPress website and blog. Added and updated content and plugins. Utilized WordPress' Gutenberg block editor.
 - Built and maintained the company's LinkedIn group digest/newsletter on Webflow. Added and updated content weekly.
 - Created, authored, edited, and managed blog content.
 - Wrote copy for and copyedited landing pages and emails via white papers, reports, and webinars.

EDUCATION

- **Hudson Valley Community College** Troy, NY
A.A.S. in Computer Information Systems: Programming and Database Management Systems 2022 - 2023

DEVELOPER SKILLS AND TOOLS

- **Languages:** C#, CSS, HTML, Java, JavaScript, PHP, SQL
- **Development:** Adobe Dreamweaver, Bootstrap, GitHub, Google Lighthouse, Gutenberg, IntelliJ IDEA, Netlify, npm, version control, Visual Studio, VS Code, Webflow, Wix, WordPress
- **Design:** Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Canva, Figma
- **Project Management:** Asana, Axosoft, Microsoft Office, Slack
- **Database:** Data Entry, Microsoft Access, Microsoft Excel, Relational Databases
- **Marketing:** B2B, Content Creation, Hubspot, Integrate, Litmus, Screaming Frog, SEO (Onsite/Offsite), Yoast