

Caitlyn "Caitee" Smith

Front-End Developer

Portfolio: caiteesmith.com

GitHub: github.com/caiteesmith

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Location: Hewitt, New Jersey

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EXPERIENCE

- **HIPB2B** Castleton-on-Hudson, NY — Remote
Front-End Developer and Content Manager *May 2013 - Present*
 - 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. Filmed and created the homepage hero video. Photographed employee headshots and other photo content on the website.
 - Wrote copy for landing pages and emails via white papers, reports, and webinars. Copyedited submitted written copy.
- **Caitee Smith Photography** Hewitt, NJ
Owner and Photographer *August 2015 - Present*
 - Photographed an annual average of **15-30** weddings. Coordinated and directed weddings and lifestyle content, in addition to the primary objective of photography. Managed a high-pressure business, clientele, and timelines.
 - Culled photo sessions to a minimum of **60 percent** of the original collection. Utilized Adobe Lightroom, Photoshop, and Bridge in the photography workflow.
 - Created, published, and managed content for the company website, blog, and social media. Utilized SEO best practices for showcasing business content to search engines.

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
- **Frameworks:** Bootstrap, Tailwind
- **Development:** Adobe Dreamweaver, GitHub, Google Lighthouse, Gutenberg, IntelliJ IDEA, Netlify, NPM, version control, Visual Studio, VS Code, Webflow, WordPress
- **Design:** Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Canva, Figma, UI/UX
- **Project Management:** Asana, Axosoft, Microsoft Office, Slack
- **Database:** Data Entry, Microsoft Access, Microsoft Excel, Relational Databases
- **Marketing:** B2B, HootSuite, HubSpot, Integrate, SEO, WordPress