

Caitlyn "Caitee" Smith

Front-End Developer, Content and SEO Manager

Portfolio: caiteesmith.com

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Location: Hewitt, New Jersey 07421

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EXPERIENCE

- **Automotive Specialty Wraps** Fair Lawn, NJ — Hybrid
Webmaster and Digital Marketing Manager March 2023 – Present
 - Audited and managed the company website. Produced and performed website and content recommendations to improve user experience. Optimized and improved UI/UX of desktop, mobile website. Increased site sessions by **58 percent**. Increased clicks to contact by **433 percent**.
 - Performed SEO research. Optimized webpages by adding keyword-focused alt tags to images, improving image size, adding meta descriptions to each webpage, and adding a 404 page.
 - Wrote custom copy and original blog posts. Increased post views by **433 percent**. Optimized existing blog posts to include images, descriptions, captions. Increased unique visitors by **48 percent**.
 - Managed and collaborated with other departments, such as sales, social media, and installers, to ensure marketing efforts were aligned with the company's overall goals.
- **HIPB2B** Castleton-on-Hudson, NY — Remote
Front End Developer and Content Manager 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 proofs of concept from client mock-ups. Designed and developed original proofs of concept.
 - Maintained the company's WordPress website and blog. Added and updated content and plugins. Built and maintained the company's LinkedIn group digest on Webflow. Managed weekly content.
 - Wrote, edited, and managed blog content. Wrote copy for and edited landing pages and emails via white papers, reports, and webinars.
- **Caitee Smith Photography** Hewitt, NJ — Hybrid
Owner and Photographer August 2015 - Present
 - Photographed an annual average of **15-30** weddings. Coordinated and directed weddings and lifestyle sessions. Managed a high-pressure business, clientele, and timelines. Culled and edited sessions down to **less than 30 percent** of original gallery. Created and published 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**
A.A.S. in Computer Information Systems: Minor in Programming and Database Management Systems

DEVELOPER SKILLS AND TOOLS

- **Tech Stack:** C#, CSS, HTML, Java, JavaScript, PHP, SQL
- **Development:** Adobe Dreamweaver, Bootstrap, GitHub, Google Lighthouse, IntelliJ, Netlify, Tailwind, Visual Studio/Code, Webflow, Wix, WordPress
- **Design:** Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Canva, Figma
- **Project Management:** Asana, Axosoft, Microsoft Office Suite, Slack
- **Database:** Microsoft Access, Microsoft Excel, Relational Databases
- **Marketing:** B2B, Content Creation, Content Management, Content Writing, HubSpot, Integrate, Litmus
- **SEO:** Ahrefs, Google Analytics, Google Search Console, Keyword Research, Screaming Frog, SEO, Yoast