

Caitlyn "Caitee" Smith

Front-End Developer

Portfolio: caiteesmith.com

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EXPERIENCE

- **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 proofs of concept from client mock-ups. Designed and developed original proofs of concept. Matched brand guidelines.
 - Tested responsiveness of landing pages with Responsively. Tested email performance through Litmus. Audited and measured the quality of sites with Google Lighthouse.
 - Maintained the company's WordPress website and blog. Added and updated content and plugins.
 - Built and maintained HIPB2B's LinkedIn group digest on Webflow. Managed weekly content.
 - Wrote, edited, and managed blog content. Wrote copy for and copyedited landing pages and emails via white papers, reports, and webinars.
- **Automotive Specialty Wraps** Fair Lawn, NJ — Hybrid
Webmaster and SEO Manager — Freelance March 2023 - May 2023
 - First Week 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**. Improved crawlability, indexability, and search engine rankings.
 - Performed and monitored SEO audits of the ASW website using Screaming Frogs, Google Search Console, Google Analytics, and Wix Analytics. Produced and optimized website and content recommendations to improve user experience.
 - Performed keyword 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.
 - Optimized and improved UI/UX of desktop and mobile website. Optimized call-to-actions. Updated broken images and links. Added backlinks.
 - Updated and wrote custom copy for webpages. Wrote custom blog posts to improve authority. Updated and optimized existing blog posts to include images with alt tags, descriptions, and captions.

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, 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, Content Management, Content Writing, HubSpot, Integrate, Litmus
- **SEO:** Ahrefs, Google Analytics, Google Search Console, Keyword Research, Screaming Frog, SEO, Onsite, Offsite, Yoast