

# Caitlyn "Caitee" Smith

## Front-End Developer

Portfolio: caiteesmith.com

GitHub: github.com/caiteesmith

Email Address: caiteee@gmail.com

Phone Number: (972) 839-9985

Location: Hewitt, New Jersey

LinkedIn: linkedin.com/in/caiteesmith

## EXPERIENCE

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- **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.
- **Automotive Specialty Wraps** Fair Lawn, NJ — Hybrid  
*Webmaster and SEO Manager — Freelance* March 2023 - May 2023
  - 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**.
  - Performed SEO audit of website. Produced webpage and content recommendations to improve user experience. Optimized overall website experience, with minor and major improvements. Optimized all call-to-actions. Updated broken images and links and added backlinks.
  - Made the appropriate onsite and offsite SEO corrections after audit completion. 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 Screaming Frog, Google Search Console, Google Business Profile Manager, and Wix analytics. Copyedited and updated blog posts to include images with alt tags, descriptions, and captions.

## EDUCATION

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

## DEVELOPER SKILLS AND TOOLS

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- **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, WordPress Gutenberg
- **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, Hubspot, Integrate, Litmus
- **SEO:** Ahrefs, Google Analytics, Google Search Console, Screaming Frog, SEO, Onsite, Offsite, Yoast