

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

- **Automotive Specialty Wraps** Hewitt, NJ — Hybrid
Webmaster and SEO Consultant — Freelance March 2023 - Present
 - Collaborated, added and tracked recommendations with stakeholders. Produced and performed webpage and content suggestions to improve user experience. Optimized the mobile version of the website. Optimized all call-to-actions.
 - Made the appropriate SEO corrections and updates after audit completion. Implemented SEO strategies and best practices. Optimized webpage SEO by adding keyword-packed alt tags to all images, detailed meta descriptions for each webpage, and a 404 page. Updated broken images and links and added backlinks. Connected the website to Google Search Console (formerly Google Webmaster Tools) and Google Business Profile Manager. Copyedited and updated blog posts to include images with alt tags, descriptions, and captions.
 - 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.
- **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, HootSuite, HubSpot, Integrate, SEO, WordPress