Caitlyn "Caitee" Smith

Front-End Developer

LinkedIn: linkedin.com/in/caiteesmith

Portfolio: caiteesmith.com
GitHub: github.com/caiteesmith
Location: Hewitt, New Jersey 07421

SKILLS

- **Tech Stack**: C#, CSS, HTML, Java, JavaScript, PHP, SQL, Swift, XML

- **Development**: Adobe Dreamweaver, Android Studio, Bootstrap, GitHub, Google Lighthouse, IntelliJ, Netlify, Tailwind, Visual Studio/Code, Webflow, Wix, WordPress, Xcode

- **Creative**: Adobe (Illustrator, Lightroom, Photoshop, Premiere), Canva, Figma, Photography, Videography

- **Project Management**: Asana, Axosoft, Microsoft Office, Slack, Trello

- **Marketing**: B2B, Content Development (Creation, Management, Writing), Constant Contact, Email Marketing, Google Search Console, HubSpot, Litmus, Screaming Frog, SEO, Social Media, Yoast

EXPERIENCE

- **Thorlabs, Inc.** — Newton, NJ — Hybrid
  Digital Marketing Specialist — *July 2023 – Present*
  - Redesigned, coded, and tested HTML, CSS to modernize existing webpages using Thorlabs' custom content editor and Adobe Dreamweaver.
  - Assumed **100 percent** of control of optical calculator mobile app (iOS/Swift in Xcode/Storyboard, Android/Java/Gradle in Android Studio). Made several updates, including formatting, changing logos, icons, and colors, and correcting issues.
  - Created unique social media content for each month. Collaborated with teammates on monthly social media strategy and content.
  - Photographed and edited various photo shoots for company website, social media, and in-house use.
  - Created and managed email campaigns through Constant Contact.

- **Automotive Specialty Wraps** — Fair Lawn, NJ — Hybrid
  Digital Marketing Manager — *March 2023 – November 2023*
  - Audited and managed the company website. Optimized and improved UI/UX of desktop, mobile website. Increased site sessions by **58 percent**. Increased clicks to contact by **433 percent**.
  - Created and implemented social media content strategy. Increased engagement by **233 percent**. Managed and monitored multiple platforms. Filmed, photographed, and edited custom content. Professionally photographed customer vehicles.
  - Wrote original blog posts and custom copy. Increased post views by **433 percent**. Optimized existing blog posts to include images, descriptions, captions. Increased unique visitors by **48 percent**.

- **HIPB2B** — Castleton-on-Hudson, NY — Remote
  Web Developer and Content Manager — *May 2013 – March 2023*
  - Developed a high volume (**50+**) of responsive landing pages and matching emails each month 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. Tested landing pages with Google Lighthouse and Responsively. Tested email campaigns through Litmus.
  - 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 and content. Wrote copy for and edited landing pages and email.

EDUCATION

- **Western Governors University**
  Bachelor of Science, Computer Science — *Millcreek, UT*

- **Hudson Valley Community College**
  Associate of Applied Science, Computer Information Systems — *Troy, NY*

- **Fashion Institute of Technology**
  Certificate, Digital Still Photography — *New York, NY*

PROJECTS

- **Thorlabs: Thorlabs Toolkit** — Contributor, Developer
  Optical calculator iOS and Android apps (Swift, Java/Gradle). — *2023*

- **Personal: Digital Alchemy Website** — Designer, Developer
  Multi-page website for creative agency Digital Alchemy. — *2023*

- **Personal: Portfolio Website** — Designer, Developer
  Landing page for personal portfolio showcasing skills, projects, and interests. — *2023*