Caitlyn "Caitee" Smith

Front-End Developer

LinkedIn: linkedin.com/in/caiteesmith

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

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