

Caitlyn "Caitee" Smith

Front-End Developer

Portfolio: caiteesmith.com

GitHub: github.com/caiteesmith

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Phone Number: (972) 839-9985

Location: Hewitt, New Jersey

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EDUCATION

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

EXPERIENCE

- **HIPB2B** Remote
Front-End Web Developer and Content Manager May 2013 - Present
 - **Development:** Designed and developed **50-100** responsive landing pages and emails per month on average for B2B marketing clients, increasing efficiency by **more than 25 percent**.
 - **Best Practices:** Drove best practice implementation across the team. Reduced rework by **50 percent**.
 - **Responsiveness:** Used media queries and best practices for **100 percent** flexible, scaleable, responsive websites.
 - **Testing and Debugging:** Tested responsiveness of landing pages within Adobe Dreamweaver and Responsively. Tested email builds and performance through Litmus. Measured the quality of all sites with Google Lighthouse. Reviewed, edited, and debugged teammates' work. Reduced downtime by **50 percent**.
 - **Template to Proof of Concept:** Developed proofs of concept from client mock-ups and templates. Designed and developed original proofs of concept.
 - **Maintenance of Company Digest:** Built and maintained the company's LinkedIn group digest on Webflow. Added and updated content on a weekly basis.
 - **Maintenance of Company WordPress:** Maintained the company's website and blog built on WordPress, from adding and updating content to plugins and troubleshooting.
 - **Development and Design Trends:** Kept up to date with modern trends, frameworks, and languages.
 - **Project Management:** Managed individual and team projects using scrum and agile development tools.
 - **Content Creation and Management:** Created, edited, and managed blog content. Filmed and created hero video on the home page; photographed other photo content on the website.
 - **Copywriting:** Wrote copy for landing pages and emails via white papers, reports, and webinars. Copyedited other submitted written copy.
- **Caitee Smith Photography** Hewitt, NJ
Owner and Photographer August 2015 - Present
 - **Management:** Photographed an annual **average of 15-30 weddings**. Coordinated and directed weddings and lifestyle content, in addition to the primary objective of photography. Managed a high-pressure business, clientele, and timelines.
 - **Processing Workflow:** Culled photo sessions to a minimum of **60 percent** of the original collection. Utilized Adobe Lightroom, Photoshop, and Bridge in the photography workflow.
 - **Content Management and Marketing:** Created, published, and managed content for the company website, blog, and social media. Utilized SEO best practices for showcasing business content to search engines.

DEVELOPER SKILLS AND TOOLS

- **Languages:** C#, CSS, HTML, Java, JavaScript, PHP, SQL
- **Frameworks:** Bootstrap, TailwindCSS
- **Development:** Adobe Dreamweaver, CMS, FTP, GitHub, Google Lighthouse, Gutenberg, IntelliJ IDEA, Netlify, Visual Studio, Visual Studio Code, Webflow, WordPress
- **Design:** Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Canva, Figma, UI/UX
- **Project Management:** Asana, Axosoft, Microsoft Office, Microsoft Teams, Slack
- **Database:** Data Entry, Microsoft Access, Microsoft Excel, Relational Databases
- **Marketing:** B2B, HootSuite, HubSpot, Integrate, SEO, WordPress