

WEB DESIGN AND DEVELOPMENT

10 years experience as a small business owner- motivated by brand development , web development and design. I am a story teller by nature with a creative background in song writing- I am passionate about helping business owners tell their story and get heard.

FREELANCE WEB DEVELOPER

Chrystal Copeland Creative | 2018 -Present

Wordpress, Content Development, Brand Development and Marketing for small businesses and non-profits.

DEEP DIVE FULL STACK WEB DEVELOPMENT CODING BOOTCAMP

Central New Mexico Community College | July - September 2019

LAMP stack agile programming in HTML, CSS, Javascript, and PHP used to create Capstone Project and Personal Web Project.

FOUNDER OF COMMUNITY ENGAGEMENT WEBSITE

ABQpregnancy.com | 2018 - 2019

Wordpress blog and resource directory website to connect expecting families to resources in Albuquerque, Currently working with a group of local birth professionals to grow the website into a complete directory listing.

SMALL BUSINESS OWNER - 10 YEARS

Tree of Life Massage | 2009 - 2019

Small start-up business. Developed brand and social media content and all website content. Ranked top in Google for massage and for online gift certificate in my area. Managed 3 employees and currently in the process of selling the business to a new up and coming massage therapist in the community.

HYDE PARK JEWELERS, DENVER COLORADO

Lead Merchandising Assistant | 2002 - 2005

Managed retail business inventory and strategies under the guidance of former merchandiser for Ralph Lauren. Tracked high value inventory for 3 stores in southwest.

COMMUNITY ENGAGEMENT

YOUTH JAZZ COLLABORATIVE OF NEW MEXICO - 2019 Creative Director and Concert Promoter

TROOP 9 - SCOUTING USA - 2013-2019 Committee Chair and Parent Organizer

BREAKING BLUE BAND - 2009-2016

Lead Vocalist, Brand Developer and Project Manager for 3 self published albums. Won 2 New Mexico Music Awards and played at numerous events and fundraisers across New Mexico.

EDUCATION

BACHELOR OF ARTS, MAJOR IN VOCAL PERFORMANCE

Adams State University, Alamosa, CO | 2001

CERTIFICATE IN MASSAGE THERAPY

Crystal Mountain School of Massage, Albuquerque, NM | 2008

AWARDS

"TOP RANKED LOCAL" BUSINESS - 2019

- based on customer rankings across all ranking websites like Yelp, Google, and Facebook.

HIGHLIGHTED SKILLS

MARKETING

SEO and Google Analytics, Web content development, Brand Development, Social Media Management, Mail Chimp, Copywriting

WEB DESIGN

Layout design, Photo editing, Photoshop, Illustrator HTML , CSS, Basic Java, Basic PHP

BUSINESS MANAGEMENT

Quickbooks, Square, Basic Accounting in Payroll Taxes, Gross Receipts Taxes, Customer Service, Microsoft Office, Outlook