NICHELLE HAYES

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PROFESSIONAL PROFILE

A front-end developer looking to work in a growing engineering environment to utilize skills in both front-end and back-end development with proficient experience in CSS & JavaScript frameworks and server management for websites and apps to be accessed by most popular technology devices, such as desktops, tablets, and smartphones.

EDUCATION

Bachelor of Science, Digital Media & Web Technology   *August 2022*
- University of Maryland Global Campus

WORK EXPERIENCE

CrowdStrike
Web Development Intern   *Jan. 2020 – Present*
- Managed 8 of the company sites and 6 of the company microsites, including international sites.
- Built a reusable component library
- Built a library for documentation of 20 components, server management guides, and custom plugin tools
- Migrated a site of over 950 pages to the currently used WordPress install
- Created custom post types and submenus for WordPress Admin
- Built 4 campaign/highlight pages for company conferences and undertakings, such as the Sunburst ransomware attack.
- Worked with international stakeholders to gather translated content of the US site to the international sites
    - German, Japanese, Portuguese, French, United Kingdom, and Australia
- Improved mobile development for over 100 pages
- Refactored 4 custom plugins to hook into WordPress to produce JSON files to automatically update content of re-usable components placed across several pages when edited in WordPress
- Created custom field groups for flexible content
- Participated in code reviews
- Lead the development of the redesign for the new company store website

American Association for the Advancement of Science
Communications & Web Development Intern   *Oct. 2019 – Dec. 2019*
- Working on a web page project to honor supporters, partners and donors
- Rebuilt content for the two company websites using Drupal
- Created & constantly updating content on both websites
    - Over 30+ articles, newsletters, blog posts, & podcasts
- Constructed blast emails containing newsletters and updates for consumers using Marketo
- Written technical documents for the site's solutions page
- Collected and analyzed data pertaining to social media engagement
- Attended staff meetings to assist in department's web presence & social media presentation
- Organized excel spreadsheets to display data and present charts
- Completed photoshop project for social media blasts
- Built & scheduled 20+ social media posts using Facelift

CLRA Group, LLC.
Executive Administrator   *Aug. 2016 - Mar. 2017*

- Managed clients, businesses, and individuals, with saving money on insurance and benefits programs
- Made over 300 calls a day to book appointments with business owners to present product
- Designed a PowerPoint presentation for business meeting with Kaiser Permanente
- Enroll clients in programs (Benefits Counselor)
- Facilitated with closing deals on open accounts
- Administrative & executive detail

Social Media & Marketing Intern   *May 2016 – Aug. 2016*

- Created and edited 20 videos with fun, informative content about insurance and benefits for company's social media following
- Made over 300 calls a day to book appointments with business owners to present product

Mid-Atlantic Equity Ventures, LLC. *Website Designer*   *Jun. 2011 - Aug. 2011*

- Designed an interactive prototype company website using Weebly to create a safe space and provide resource for teens.

SKILLS & PROFICIENCIES

- Office Suite products, including Excel, PowerPoint, and Word
- Adobe Suite Products & Creative Cloud including Photoshop, InDesign, Adobe Animate, and Illustrator
- HTML, CSS (SASS & Bootstrap), PHP & JavaScript (React & Ember)
- MAC & PC Operating Systems (mobile and home devices)
- WordPress & Drupal
- Figma, InVision, & Zeplin, design software
- Marketo
- Facelift & Canva, social media management software
- User of Salesforce & Google Admin

RELEVANT COURSEWORK

- Principles of Web Design I & II (HTML & CSS)
- Javascript I & II (Intro to Javascript; AJAX & JSON)
- Introduction to Problem Solving and Algorithms (Python & C)
- Introductory Programming (Java)
- Fundamentals of Electronic Publishing
- Advanced Electronic Publishing
- Image Editing
- Illustrator, Adobe Software
- Advanced Technical Writing