

# Charlene Slimp

hello@charleneslimp.com | linkedin.com/in/charleneslimp

## SKILLS

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**Programming:** JavaScript, Python, PHP, C++, Rust, Node.js, HTML, CSS, TypeScript, React, Angular, Vue, Next, Express, Laravel

**Databases:** PostgreSQL, MySQL, MariaDB, MongoDB, SQL, SQLite

**API Development:** OpenAPI, REST, GraphQL, Swagger, API Blueprint, Postman

**Container Orchestration and Infrastructure:** Docker, Kubernetes, Amazon Web Services (AWS), Google Cloud Platform (GCP), Azure, Git

## PROFESSIONAL EXPERIENCE

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### Charlene Slimp Services

*Software Engineer/Business Consultant*

*June 2008 – Present*

- Specialized in creating custom websites for over 100 small businesses and artists, providing full-stack website development, serving as the lead on design, and managing content creation.
- Devised and executed tailored marketing and growth strategies, resulting in an average of 70% increase in online visibility and sales. This established and solidified client brands and amplified their distinct identities in competitive markets.

#### Highlighted Projects:

- **Technology Consultation and Development for a B2B Residential Services and Software Company**
  - Led the creation and deployment of a B2B software application, enhancing sales by reducing the client's lead-to-sale timeline from 8 weeks to 1 day and eliminating previously irrecoverable investment costs. Orchestrated the formation and oversight of a dedicated technology team, ensuring the new tool's integration into client businesses.
- **IT/Server Administration & Technical SEO Optimization for a Website Designer**
  - Created a system of backup solutions and segregated development/production environments, reducing risks associated with live site updates and enabling client to innovate with confidence.
  - Managed server infrastructure with a focus on cybersecurity and performance optimization, utilizing tools like Google Search Console, Google Analytics, and cPHulk. Achieved significant enhancements in website security and search rankings through automated and manual audits.
  - Developed custom software solutions to meet client needs, removing limitations and boosting website functionality and uniqueness, leading to a 37% increase in revenue and a 43% faster project turnaround time.
- **Innovative Marketing Strategy for a Content Management Agency**
  - Provided content strategy and reinforced brand consistency and data-driven content generation. Used in-depth data analysis and trend spotting to inform strategic decision-making and foster ongoing business development and reducing content development timelines by 56%, enabling quicker go-to-market strategies.

### DO&Be Marketing Agency

*Software Engineer and Consultant*

*January 2023 – January 2024*

- Developed a variety of software applications for the custom home builder industry, including a lead-generating home preference quiz, a Python-based monthly marketing analytics tool, and a browser-based web traffic calculator for sales target projections.
- Led strategic planning and execution of digital marketing campaigns and provided expert consultation, providing key insights on marketing strategies and website development ensuring client objectives were met.
- **Craydl, LLC Technology Consultant and Software Engineer**

- Directed a software redevelopment initiative, transitioning from a B2B white label solution to an in-house system, enhancing operational efficiency and customization capability.
- Led a team restructuring, involving the recruitment and mentoring of key development personnel, increasing team capacity and project output.
- Managed a critical asset recovery process during the transition phase, established robust documentation practices, safeguarding business continuity and operational efficiency.
- Successfully aligned 15 stakeholders around project goals, ensuring unified direction and collaboration.
- Independently architected, designed, coded, and implemented a lead-generation application in TypeScript for construction budget estimation, significantly streamlining the pre-investment process and achieving cost and time efficiencies for clients and builders.

## **Dell Technologies, Accessibility Center of Excellence**

*Senior Software Engineer (Contractor)*

*November 2022 – January 2023*

- Led comprehensive audits for WCAG 2.1 compliance, working with global development, design, and education teams to enhance accessibility across company properties.
- Initiated and integrated manual testing using NVDA screen reader, addressing a significant gap in the team's testing practices increasing testing completeness from 62% to 100%.
- Pioneered enhancements in design system guidelines for accessibility through extensive research and coding innovation, significantly contributing to system robustness and compliance.
- Contributed to test automation in the CI/CD pipeline, ensuring consistent accessibility standards and improving efficiency in development processes.

## **Group Two Advertising**

*Front End Developer*

*May 2022 – November 2022*

- Achieved an 80% reduction in website development timelines through the implementation of streamlined workflows.
- Managed and supervised external freelance development contractors, ensuring strict alignment with company goals and adherence to project specifications.
- Initiated cybersecurity processes, conducting thorough vulnerability assessments, and developing comprehensive cybersecurity strategies to fortify digital assets.