

# DANIELLE FRAPPIER

## FRONT-END DEVELOPER

Front-end developer and designer who has successfully helped organizations deploy clean, semantic, CMS driven websites while improving SEO, lead generation, and online presence.

### WORK EXPERIENCE

#### Front-End Developer - Applause ( 11.17 – Current )

- Lead migration and new development of applause.com from contentful/middleman to CraftCMS
- Identified areas on applause.com not accessible WCAG 2.0 compliant and implemented changes to correct
- Managed acquiring third party hosting and setup. Ensured a smooth transition from internal to outside hosting
- Implemented new landing pages and emails in Marketo

#### UX Designer/Developer - Aetna ( 09.17 – 11.17 )

- Created landing pages and marketing email templates

#### Senior Web Designer/Developer - EH Media ( 10.15 – 09.17 )

- Responsible for both back-end and front-end development, including creating WordPress themes and plugins
- Designed and implemented new functionality that lead to engaging product offerings to and generated higher revenue
- Ensured high-performance and availability, and managed technical aspects of Wordpress Sites

#### Web Designer/Developer - ACIS Educational Tours ( 03.13 – 15.15 )

- Lead designer and coder for three brands: www.acis.com  
www.encoretours.com and www.goplaytours.com
- Designed and implemented landing pages and emails in Marketo, Hubspot and ClickDimensions platforms
- Designed tradeshow booths, print materials, infographics and ebooks

#### Supervisor Of Web Design - MEDITECH ( 03.13 – 10.06 )

- Promoted three times during tenure. Previous positions held were: Senior Web Designer and Graphic Designer
- Responsible for the successful delivery and execution of web design projects for public web presence, corporate events and customer focused web magazine with a team of 5 designers
- Identified and led migration from a home-grown CMS to Drupal which provided the company a more efficient and modern publishing platform to deliver Marketing, Sales and Company goals
- Designed custom sales demos, many for proposals above \$1 million dollars

### EDUCATION

#### BA, Graphic Design

2001-2006 - Framingham State University  
Minor in Computer Science and Communication Arts



### CONTACT ME

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### SKILLS

HTML	CSS & SASS
JavaScript	jQuery
PHP	Ruby
TWIG	NPM
Webpack	GIT
Yarn	

#### FAMILIAR WITH:

Vue.js      React

#### CMS:

Wordpress      CraftCMS  
Contentful      ExpressionEngine

#### Static Page Generators:

Middleman      Jekyll

#### CSS FRAMEWORKS:

Bootstrap      Bulma  
Bourbon Neat      Modest

### WHERE YOU FIND ME

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### INTERESTS

ZOMBIE MOVIES

POST APOCALYPTIC NOVELS

OBSTACLE COURSE RACES

BEACHING

SNOWBOARDING