

# ERIN HOLMES

## FRONT-END DEVELOPER

### ABOUT ME

I am a detail oriented front-end developer with experience in responsive web design and development, web accessibility, digital activation, project management and design experimentation.

### CONTACT

[linkedin.com/in/erin-holmes-26861945/](https://www.linkedin.com/in/erin-holmes-26861945/)

### SKILLS

- HTML
- CSS / SASS
- JIRA / Confluence
- Javascript
- JQuery
- GIT
- CLI
- GitHub
- Bitbucket
- Stencil.js
- JSX
- Typescript
- Fastly VCL
- SQL
- Google Analytics
- Optimizely
- Brightspot CMS
- Drupal CMS
- Adobe Photoshop
- Qualtrics

### EDUCATION

#### BACHELOR OF SCIENCE, TEXTILES AND APPAREL, RETAIL MERCHANDISING + BUSINESS FOUNDATIONS CERTIFICATION

University of Texas at Austin | 2009 - 2013

#### CERTIFICATION, FULL STACK WEB DEVELOPMENT

University of Texas at Austin Coding Bootcamp | Apr 2021 - Oct 2021 (currently enrolled)

### EXPERIENCE

#### BUSINESS ANALYST

WHOLE FOODS MARKET, INC. | AUG 2019 – APR 2021

- Pull and analyze key performance metrics weekly for WFM.com, supporting sub-domains, and app with Google Analytics and SQL.
- Utilized HTML/CSS/JS to create custom A/B test experiments on WFM.com.
- Continued to manage and implement WFM.com redirects with Fastly VCL.

#### JUNIOR FRONT-END DEVELOPER

WHOLE FOODS MARKET, INC. | SEPT 2019 – AUG 2020

- Temporary rotation as a developer on agile digital technology development team.
- Worked on front-end design implementation in JSP files utilizing HTML, CSS3, SASS, Javascript, Java, JQuery, and GIT. As well as Stencil.js, utilizing JSX and Typescript.
- Collaborated with UX team to develop responsive web pages that met UX and product vision.
- Manage and implement WFM.com redirects with Fastly VCL.

#### DIGITAL MARKETING SPECIALIST

WHOLE FOODS MARKET, INC. | APRIL 2016 – DEC 2019

- Web activation specialist on WFM.com, utilized HTML / CSS for custom/responsive landing pages, maintained business critical web content, and homepage management.
- Collaborate with stakeholders to support marketing initiatives by gathering requirements, assets, and providing QA, UAT and final activation.
- SME for sales flyer asset management tool, collaborated with stakeholders on feature/bug reporting, Worked with digital tech team to prioritize tickets, UAT and backlog groom.
- Maintained documentation and training materials for various tools and web applications.
- Partnered with product and tech teams on exploration and integration of various products across the WFM digital experience.

#### DIGITAL ACTIVATION CONTRACTOR

WHOLE FOODS MARKET, INC. | MAY 2015 – MARCH 2016

- WFM.com homepage project management and CMS programming, maintaining documentation and activation schedules.
- Utilized Photoshop to design assets for homepage, editorial, and sales flyer content.
- Sales flyer support, including SAM (sales flyer management) user training, publishing of sales flyer PDFs online, regional user support, and compilation of national sales item packets weekly for integration into SAM.
- Utilized HTML / CSS to create and maintain custom landing pages for marketing campaigns and web updates

#### PROGRAM ASSISTANT CONTRACTOR

WHOLE FOODS MARKET, INC. | JAN 2014 – MAY 2015

- Worked on e-commerce pilot, included managing product information, CMS data entry, data auditing, and managed fulfillment room during alpha release of e-commerce site.
- Data entry for the E-Store team, management of catalog information for multiple regions, ensured catalog accuracy and deployment.