

# ERIN HOLMES

## WEB 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
- Javascript
- JQuery
- React
- REST API
- Node.js
- Express.js
- SQL
- MongoDB
- GIT
- GitHub
- JIRA / Confluence
- Google Analytics
- Zeplin/Sketch
- Optimizely
- Brightspot CMS
- Drupal CMS
- Adobe Photoshop
- Qualtrics

### EDUCATION

#### CERTIFICATION, FULL STACK WEB DEVELOPMENT

University of Texas at Austin Coding Bootcamp | Apr 2021 - Oct 2021

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

University of Texas at Austin | 2009 - 2013

### EXPERIENCE

#### UI DEVELOPER

APPLE (CONTRACT VIA THE SELECT GROUP) | OCT 2021 – PRESENT

- Work within an enterprise CMS to create custom landing pages with HTML and CSS that support Apple services marketing.
- Collaborate with CMS platform engineers to enhance components.

#### BUSINESS ANALYST

WHOLE FOODS MARKET, INC. | AUG 2020 – 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, CSS, Javascript, JQuery, and GIT.
- Collaborated with UX team to develop responsive web pages that met UX & 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, regional user support, and compilation of national sales item packets weekly for integration into SAM.
- Utilized HTML / CSS to create and maintain custom web pages for marketing

#### 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.

