EMILY SERVEN

FRONT-END DEVELOPER

PORTFOLIO / www.emilyserven.net

CONTACT

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KEY SKILLS

- HTML/CSS, PHP & JS
- WordPress
- Adobe Photoshop
- Adobe Experience Design
- WP Toolset
- Team Player
- Design

EDUCATION

UNIVERSITY OF CONNECTICUT
Exp May 2018

Major: Digital Media & Design

GPA:
Major: 4.0

Concentration in website design and development.

PROFESSIONAL PROFILE

I am a front-end focused website developer always looking for the next challenge. I have a solid foundation in development as well as a wide range of supporting skills (including design, SEO, marketing, and networking). With experience in both managerial and team roles, I am extremely flexible and able to manage client expectations.

EXPERIENCE

SQUAREWHEEL GROUP / *Web Development Lead*
09/2016 - Current
- Responsible for modifying design and functionality of client Hubspot websites
- Make hosting platform recommendations based on client and agency needs; recommendation implemented as suggested
- Manage WordPress plugins to add functionality to websites
- Modify existing WordPress theme files in PHP to accommodate client needs
- Implement CSS to support website individuality and brand value
- Create website designs using Adobe Experience Design

WEB DEVELOPMENT CONSULTANT
12/2011 - Current
- Implement PHP modifications to existing WordPress files to further accommodate client vision
- Implement CSS to support website individuality and brand value
- Manage WordPress themes and plugins to add functionality to websites
- Utilize wide range of experience to effectively facilitate communication with clients; consults to find client needs both in-person and remotely
- Implement systems for clients to input data into custom fields
- Implement WP Toolset on client sites to display standardized and automated collections of content
- Prototype and design websites in Sketch and Adobe Experience Design with an emphasis on user experience
- Provide written tutorials and in-person training to clients pertaining to website operations and best practices
- Make changes to DNS values when launching new websites live
- Provide insights on website visitation and engagement via Google Analytics
- Judge scope of work, manage expectations, and hire subcontractors when necessary
- Create budgets, track time, and bill clients for work

Selected Clients: Taylor Design, Feyer Music, Revel Cellars

NURENU BRAND MARKETING / *Front-End Developer*
07/2012 – 12/2016
- Responsible for using CSS, PHP, and facets of the WordPress platform (plugins and themes) to create websites that fit client needs
- Implemented systems for clients to input data into custom fields
- Implemented WP Toolset on client sites to display standardized and automated collections of content
- Created client assets using Adobe Photoshop

HONORS & AWARDS

FALL 2016 - DEAN'S LIST / *University of Connecticut School of Fine Arts*

2017 - BEST USE OF THE SCRIPTR SERVICE / *New Haven Hackathon*

2016 - 1ST PLACE, INTERNET OF THINGS CATEGORY / *Stamford Hackathon 2.0*

FALL 2015 - FINE ARTS TALENT SCHOLARSHIP / *UConn School of Fine Arts*

VOLUNTEER EXPERIENCE

NEW CANAAN LIBRARY / *Coding Class Instructor*
July 2014 & June 2014, December 2015, June & August 2016
- Emphasized problem solving skills
- JavaScript, HTML & CSS, Python

ADDITIONAL INFORMATION

- Marketing officer for University of Connecticut Stamford's Video Game Club. Responsible for creating promotional material for regular meetings as well as events. Attendance of events regularly reaches 90 students.
- Led a trip to Boston, MA as Vice President of the University of Connecticut Stamford's Anime Club. Responsible for organizing lodging, transportation, and safety of 12 students over a long weekend.
- Founding member of Saxe Middle School's "Tech Team."