

# Esther Brown

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## Objective

Results-driven and ambitious technology professional with a passion for Front End Development and HCI/UX.

## CORE COMPETENCIES

Object-Oriented Programming, Web Development, Technical Writing, UI/UX Design, GIT, Database Management, CI/CD Pipelines

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## EDUCATION

University of North Alabama • Florence, AL

### Bachelor of Science

2018-2022

**Major:** Information Technology

**Minor:** Computer Science, **Conc.** Human-Computer Interaction and User Experience (HCI/UX)

**Relevant Coursework:** Database Management Systems (**SQL/MongoDB**), Obj Oriented Programming (**Python**), Enterprise Architecture (**PHP**), Data Structures and Algorithms (**C++**, **STL**), Software Engineering (**SDLC**, **Vue.js**, and **Agile Methodology**), Artificial Intelligence (**Python**), Technical Writing, Multimodal Writing, Web Development (**HTML**, **CSS**, **JavaScript**)

**PHP Certification (2021)**

Northeast Mississippi Community College • Booneville, MS

### Associate of Applied Science

2016-2018

**Major:** Information Systems Technology, **Conc.** Software Development

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## PROFESSIONAL EXPERIENCE

Various Clients • Remote

October 2022-Present

### Freelance Wordpress and Digital Marketing

- ♦ Collaborated with clients to fulfill web-related requests, ensuring timely and accurate completion and **customer service**
- ♦ Developed and implemented key user interface (**UI**) and user experience (**UX**) features for existing sites, enhancing **usability**
- ♦ Demonstrated attention to detail through successful **migration** of **hosted** website files
- ♦ Provided key input and **configuration** regarding technologies such as, web hosting, forms generators, and **Google Analytics**
- ♦ Leveraged strong knowledge of **WordPress CMS** to deliver high-quality web solutions
- ♦ Generated high fidelity designs via **Figma** and produced quality **copyright** for websites and blogs.

Addison Technologies (Web Design and Digital Marketing Company) • Florence, AL

January 2019- May 2022

### Lead Digital Asset Strategist

- ♦ Increased user **engagement** by more than 30% through the development and implementation of key digital asset strategies
- ♦ **Collaborated** with outside contractors, facilitating effective communication and **project management**
- ♦ Demonstrated ability to **handle multiple priorities** by **maintaining web content** across upwards of seventeen client's
- ♦ Provided regular analytics to the Digital Strategy Director, enabling **data-driven decision-making** and informed strategic planning
- ♦ Created visualization tools base on **Google Analytics** that decreased team decision making time by 68.5% and automated report delivery
- ♦ Utilized **technical writing** practices to develop SOPs and deployed training curriculums of digital platforms for admin assistants
- ♦ Effectively **communicated** complex technical concepts to non-technical team members, enabling them to contribute to project success.
- ♦ **Built, tested, and deployed** new features and articles for existing WordPress sites paying meticulous **attention to detail**, ensuring graphic standards and **brand consistency**

Corinth Flower Shop • Corinth, MS

January 2016- May 2019

### Office Manager/Digital Marketing

- ♦ Identified and **mitigated risks** that may impact order timelines and delivery while developing contingency plans as needed
- ♦ Collaborated with employees to **generate workflows** that improved productivity resulting in record high seasonal sales
- ♦ Provided exceptional customer service by promptly addressing client inquiries and **resolving technical issues**
- ♦ 2018 Valentine's Day: Business's highest recorded engagement on a digital marketing campaign
- ♦ **Conducted training and provided support** for digital platforms, empowering employees to effectively utilize the systems
- ♦ Gained buy in from executive stakeholders at a Multi-Specialty Hospital to facilitate planning and execution of nonprofit event

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## Personal Projects

- ◆ **Lion Snap App** - Proof of concept web application for the University of North Alabama's [Student Nighttime Auxiliary Program](#)
  - Full-stack application utilizing **HTML, CSS, Bootstrap, PHP, JavaScript, SQL, GitHub Repository, and Heroku** for deployment
  - Implemented **CI/CD pipelines** while gaining experience with **paired programming** and **Azure Cloud Deployment**.
  - Improved student safety on campus by creating an application for a university service ensuring brand consistency
  - I investigated and implemented a solution to the [2022 Heroku OAuth user tokens hack](#).
- ◆ **Annie Get Your IDE** - Multimodal collections project centered around Women in STEM
  - Static website utilizing **HTML, CSS, JavaScript, and Bootstrap** hosted on Github Pages
  - Designed and implemented visually appealing, user-friendly interfaces.
  - Created a site to present resources in an appealing format and spread awareness of women's representation in STEM.
- ◆ **Front-End Interface for Tutor Reservation System** - Senior Level Software Engineering Project
  - Front-end interface utilizing **HTML, CSS, AJAX, JavaScript, Vue.js, Git**
  - Applied **software engineering lifecycle**, group communication, and **agile** methodology. Performed **requirement analysis**, created **design documents**, and implemented design.
  - Assisted in problem-solving related to application design, development, and user experiences.
- ◆ **Book Recommender** - Python AI Application.
  - Web application utilizing **HTML, CSS, Bootstrap, JavaScript, Python, and Node.js**.
  - Utilized **Python's machine learning technologies** to develop a program that recommends books based on user ratings.

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## ACTIVITIES, SOCIETIES, SERVICE

### ***Appalachian Trail Long Distance Hike***

**May 2022- May 2023**

- ◆ Researched, planned and executed a 2,000+ mile long hike on the Appalachian Trail, demonstrating **determination** and problem-solving skills
- ◆ Utilized a budget to monitor and control the financial aspects of this project
- ◆ Meticulously **planned** logistics and resupply points for a smooth hiking experience
- ◆ Built strong relationships within the hiking community through **collaboration** and communication
- ◆ **Adapted** to unpredictable weather and trail conditions, showcasing and the ability to handle multiple priorities

### ***Common Ground Shoals***

**2021-2022**

- ◆ Engaged with K-12th grade students in a weekly after-school homework and literacy program, providing academic support and guidance
- ◆ Led youth in computer programming of **microcontroller devices** during a University led Summer Camp event, facilitating hands-on learning and inspiring interest in technology

### ***NW Alabama BEST Robotics Competition***

**2021**

- ◆ Volunteered in maintaining **robotics** competition demo course assisting teams and promoting STEM education

### ***University of North Alabama***

**2019-2022**

- ◆ Represented UNA in the International Collegiate Programming Competition, showcasing technical experience in **C++** and problem-solving skills
- ◆ Served as Secretary for the Association for Information Systems (AIS), contributing to organizational activities and fostering collaboration

### ***Share the Love with Oasis Medical Clinic***

**2018**

- ◆ Coordinated fundraising events for a local nonprofit
- ◆ Gained buy-in from various stakeholders, assisted with the defining of requirements for **user interface**, managed digital marketing efforts to gain awareness for events, and managed day of operations