



**HALEY HANKINS**  
Web Designer // Developer

haley.j.hankins@gmail.com  
haleyhankinsweb..com

## WORK EXPERIENCE

- BALCOM AGENCY /** DECEMBER 2018-PRESENT  
**Email Marketing Specialist**Program email campaigns from scratch and by use of mobile first templates. Report on campaign results and recommend methods to improve KPIs. Build email signatures using HTML and inline CSS. Add and edit content on client websites using Drupal and WordPress. Work with digital team to build banner ads.
- MONKEDIA /** MAY 2018-NOVEMBER 2018  
**Web Developer:**Built custom and fully responsive landing pages for multiple clients using HTML, CSS, Bootstrap and JavaScript. Managed Wordpress and Shopify sites
- CLEAR C2 INC /** AUG 2017 - MARCH 2018  
**Designer, Developer, Digital Strategist**Developed web app mockups by first wireframing with Adobe Illustrator, then bringing them to life using React, Javascript, HTML and CSS. Managed social media accounts, created social graphics, helped develop brand strategy for new product release, wrote technical user documentation, created collateral for clients
- THE STARR CONSPIRACY /** APRIL 2016 - JANUARY 2017  
**Digital Strategist**Developed and carried out paid and organic media strategies for clients; including social media and web ads, managed media calendars, developed social media strategy for sales enablement

## PROFESSIONAL SKILLS

HTML5 ●●●●●●●●○○  
CSS3 ●●●●●●●●○○  
JAVASCRIPT ●●●○○○○○○○  
WEB DEBUGGING ●●●●●○○○○○  
DIGITAL STRATEGY ●●●●●●●○○○  
RESPONSIVE WEB ●●●●●●●○○○

TERMINAL (MAC) ●●●●●●○○○○  
PHOTOSHOP ●●●●●●○○○○  
ILLUSTRATOR ●●●●●○○○○○

## EDUCATION

- THE IRON YARD /** APRIL 2017 - JUNE 2017  
**Front End Engineering Certificate:** Dedicated 12 weeks to learning HTML, CSS, React, Javascript and web design principals
- TEXAS A&M UNIVERSITY /** DECEMBER 2014  
**Bachelor of Science:** Business major with a concentration in communication and history

## PROJECTS

- HALEYHANKINSWEB.COM /** JULY 2017  
**Website:**My professional website that I built from scratch using HTML5, CSS3, Bootstrap 4.1 and JavaScript for simple animation. I use Netlify as my server and also use it's built-in form functionality to collect form submissions.
- BALLYARD ALMANAC /** JUNE 2017  
**TIY Final Project**Front-end web application that allows users to locate MLB ballparks around the country and learn about the history of each park. The app was built using React, HTML, CSS a Google Maps API and uses Express for the server.

## PERSONAL SKILLS

