



HALEY HANKINS
Web Designer // Developer

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WORK EXPERIENCE

- BALCOM AGENCY /** DECEMBER 2018-PRESENT
Email Marketing SpecialistProgram 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 StrategistDeveloped 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 StrategistDeveloped 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 ProjectFront-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

