

# HEATHER CAVANAUGH

<https://www.linkedin.com/in/heather-cavanaugh> | <https://github.com/hcavanaugh> | <https://codepen.io/hcavanaugh>

Creativity and execution in

## WEB DEVELOPMENT

### Web Dev Technology Skills & Tools

HTML | CSS/SASS | JavaScript  
jQuery | PHP | Visual Studio Code  
Git / Github | Genesis | Bootstrap  
Windows | Mac OS | Linux | SCRUM  
WordPress | Joomla! | Kentico  
Photoshop | Illustrator | SEMRush  
SEO/SEM | Word | Excel | CRM

### PROFESSIONAL EXPERIENCE IN WEB DEVELOPMENT & MARKETING

CURIOUS PANDA / PLATINUM PLATYPUS—Bethpage, NY

**Web Developer** | August 2019-April 2020

- Developed procedures and proprietary frameworks for startup marketing agency sector, Curious Panda
- Utilized SCRUM practices for project management for intricate corporate website builds
- Used Bootstrap CSS Framework and SASS to create a streamlined static site for import into Kentico
- Cloned, parsed, and exported SQL databases for site migration and convert multisites
- Created custom functions for menus and scroll trigger animations through CSS/SCSS, vanilla JavaScript, and jQuery
- Uploaded site changes with Git for version control and collaboration with fullstack developer
- Worked with clients on site “handoff” through training sessions and custom user guides
- Built custom post PHP templates and utilize Advanced Custom Fields for admin accessibility
- Created WP-CLI launch commands to automatically setup local WordPress builds with custom plugins, settings, and theme; Reduced new site setup time from hours to seconds
- Provided QA testing, feedback, and code reviews for junior developer

SMM ADVERTISING—Smithtown, NY

**Web Developer / Marketing Specialist - CONTRACT** | April 2019-July 2019

- Developed company website in WordPress from Adobe XD mockups
- Created animations in vanilla JavaScript and jQuery to create an aesthetic and engaging design
- Created site migration and launch checklist for development projects
- Provided QA testing and technical feedback for outsourced web development projects
- Performed SEO audits, addressing technical SEO, keyword research, and content SEO
- Managed paid digital advertising campaigns in Google Ads for several B2B industries

EFFERENT MEDIA—Lindenhurst, NY

**Web Developer** | January 2019-March 2019 (Date range note: Position was absolved due to unforeseen budget cuts)

- Created and launched websites from Photoshop mockups provided by designer
- Utilized HTML and CSS uploaded through FTP to create responsive websites
- Used jQuery and PHP to create utility scripts for technical SEO and client requested customizations (an OGP generator, custom 404 page, time-based header images)
- Developed within the Genesis framework in WordPress, customizing the theme through Genesis loops and theme files
- Created page and theme templates in PHP
- Maintained communication on projects with team in Basecamp
- Performed technical SEO tasks with marketing team
- Created and styled embedded contact forms
- Improved site speed scores on current clients by over 50% through reducing plugin usage, image compression, and reduction of render-blocking content.

RADIUS INVESTIGATIONS/GUARDIAN SECURITY TRAINING—Hauppauge, NY

## **Marketing Coordinator | May 2017-December 2018**

- Oversaw all marketing initiatives for two businesses in private investigations and security guard training
- Created a website from scratch for a startup security training facility, used technical and content SEO to increase organic search traffic by 49% in three months.
  - Added customization to registration system plugin using jQuery for better data acquisition during course registration
- Developed social media strategies based on social listening and engagement trends-increased average engagement on social media channels by 75%
- Revived cold email list with targeted email campaigns based on subscriber's occupation and engagements in previous campaigns. Created email automation setup for recommendation outreach campaign.
- Redesigned and developed website for private investigations firm to improve UX and SEO, set an average of 300% increase in organic traffic YoY
- Conceived and maintained several PPC campaigns-Google Ads, Bing Ads, Facebook Ads-creating copy, researching keywords, testing CPC bids and audiences to optimize advertising budgets.
- Maintained blog, creating content using researched topics and keywords to build authority
- Compiled analytic reports for PPC campaigns and organic traffic to monitor and adjust strategies.

PCdotCOM / HICKSVILLE PRO SHOP—Hicksville, NY

## **Marketing Specialist/ Social Media Coordinator | Sept 2016 – Feb 2017 & May 2013 – Aug 2014**

- Reporting to the owner of two unique businesses, created and executed digital and traditional marketing strategies.
- Sourced mailing list data without expense. Launched several highly-targeted email campaigns using MailChimp.
- Overhauled the company's website including rewriting content, changing page design, and updating graphics.
- Used graphics skills (InDesign, Photoshop, Illustrator) to design business cards and print collateral.

## **OTHER EXPERIENCE**

**Art Teacher Leave Replacement | Dec 2015 – Jun 2016. SEWANHAKA HIGH SCHOOL—Floral Park, NY**

## **EDUCATION**

**Professional Development-Web Development I 2018—GPA 4.0—FARMINGDALE STATE COLLEGE—Farmingdale, NY**

**Bachelor of Fine Arts, 2015—GPA 3.9—LONG ISLAND UNIVERSITY / LIU Post—Brookville, NY**

**Associates in Science, Visual Arts, 2012—GPA 3.9—SUFFOLK COUNTY COMMUNITY COLLEGE—Selden, NY**