



# Heather Cavanaugh

WEB DEVELOPER

## Profile

Experienced web developer with a background in digital marketing. Knowledgeable in web accessibility, debugging processes, and version control. Owner of EU-based company: Aníos Technologies OÜ.

## Employment History

### Web Developer, Platinum Platypus / Curious Panda, Bethpage, NY

AUGUST 2019 — APRIL 2020

- Developed procedures and proprietary frameworks for startup marketing agency sector, Curious Panda
- Generated WP-CLI launch commands to automatically setup local WordPress builds with custom plugins, settings, themes, and licenses; Reduced new site setup time by 75%
- Utilized SCRUM practices for project management for intricate corporate website builds
- Used Bootstrap CSS Framework and SASS to produce a streamlined HTML static site for import into Kentico
- Cloned, parsed, and exported SQL databases for site migration and to convert multisites
- Developed 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
- Provided QA testing, feedback, and code reviews for junior developer

### Web Developer / Marketing Specialist (Contract), SMM Advertising, Smithtown, NY

APRIL 2019 — JULY 2019

- Created company website in WordPress from Adobe XD mockups
- Generated animations in vanilla JavaScript and jQuery to produce an aesthetic and engaging design
- Devised site migration and launch checklist for development projects
- Provided QA testing and technical feedback for outsourced web development projects

### Web Developer, Efferent Media, Lindenhurst, NY

JANUARY 2019 — MARCH 2019

(Date range note: Position was absolved due to unforeseen budget cuts)

- Coded and launched websites from Photoshop mockups provided by designer
- Customized page and theme templates in PHP in WordPress
- Setup and configure Google Tags and event triggers
- Used jQuery and PHP to construct utility scripts for technical SEO and client requested customization (an OGP generator, custom +0+ page, time-based header images)
- Maintained communication on projects with team in Basecamp

## Skills

JavaScript  
CSS / SASS  
jQuery  
HTML5  
PHP  
Bootstrap  
Git / Github  
Visual Studio Code  
WordPress  
SEO  
Database Management  
Agile and Scrum  
Mentoring

## Languages

English

Spanish

- 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.

## Marketing Coordinator, Radius Investigations / Guardian Security Training, Hauppauge, NY

MAY 2017 — DECEMBER 2018

- Oversaw all marketing initiatives for two businesses in private investigations and security guard training
- Launched a website from scratch for a startup security training facility, used technical and content SEO to increase organic search traffic by +9% in three months.
- Added customization to registration system plugin using jQuery for better data acquisition during course registration
- Redesigned website for private investigations firm to improve UX and SEO, set an average of 800% increase in organic traffic YoY
- Maintained blog, creating content using researched topics and keywords to build authority
- Compiled analytic reports for organic traffic to monitor and adjust strategies.

## Marketing Specialist / Social Media Coordinator, Hicksville Pro Shop, Hicksville, NY

SEPTEMBER 2013 — FEBRUARY 2017

- Reporting to the owner of two unique businesses, conceived and executed digital and traditional marketing strategies.

## Art Teacher - Leave Replacement, Sewanhaka High School District, Floral Park, NY

DECEMBER 2015 — JUNE 2013

## Courses

### Web Development I, State University of New York at Farmingdale

JANUARY 2018 — MAY 2018

## Education

### Bachelor of Fine Arts, LIU Post, Brookville, NY

SEPTEMBER 2012 — MAY 2015

Art Education K-12 Q GPA 8.9

### Associate of Science, Suffolk County Community College, Selden, NY

AUGUST 2020 — AUGUST 2020

Visual Arts Q GPA 8.9