Jenny Ivy

Littleton, CO 80127 | **Phone:** 720.217.2627 | **Email:** jennyivy@gmail.com
LinkedIn: www.linkedin.com/in/jenny-ivy | **GitHub:** github.com/jenivy06 | **Portfolio:** www.jennyivy.com/

SUMMARY

- Full-stack web developer with experience in digital media management and web content production
- Skillful writer and editor who is passionate about web development, technology, and content creation
- Proficient in SEO best practices
- Driven, tech-savvy and organized problem solver with a background in digital and print project leadership
- Bootcamp Certificate in Full-Stack Web Development — University of Denver, 2019
- B.A. Technical Journalism — Colorado State University, 2006
- 2010 Jesse H. Neal Award nominee, Best Single Article

TECHNICAL SKILLS

- **Languages:** HTML5, CSS3, JavaScript, Sass
- **Development Tools:** Terminal, Visual Studio Code
- **Version Control:** Git, GitHub
- **APIs & Libraries:** Node.js, jQuery, Express.js, React.js, Sequelize, Mongoose, Handlebars.js
- **CSS Frameworks:** Materialize, Bootstrap
- **Databases:** MySQL, MongoDB
- **Content Management Systems:** WordPress, Drupal, SharePoint
- **Other:** Heroku, Microsoft Office Suite, Adobe InDesign, Adobe Dreamweaver, Final Cut Pro, Omniture, Adobe Analytics

PROJECTS (2019)

"Journal My Journey": A Travel Blog – Live Demo: http://bit.ly/journalmyjourney | GitHub Repository: http://bit.ly/journalmyjourneygithub
  Full-stack relational database application that features create, read, update and delete (CRUD) functions.
- Solo project. Responsible for front-end and back-end development.
- Technologies Used: HTML5, CSS3, JavaScript, jQuery, Node.js, Sequelize, MySQL, Express, weatherstack API, Materialize

Team Project: "Shower Thoughts"— Live Demo: http://bit.ly/showerthoughts2 | GitHub Repository: http://bit.ly/showerthoughtsgithub
  Full-stack, self-destructing message app that allows users to write messages anonymously, delete messages, and read other users' messages.
- Responsible for front-end development.
- Technologies Used: React.js, React Router, Node.js, Express.js, MongoDB, Mongoose, Sass, React-Bootstrap, React-Materialize

RELEVANT EXPERIENCE

Digital Content Producer, New Hope Network (Boulder, CO)
November 2016-June 2018

- Created and managed all digital content for deliciousliving.com, its e-newsletters, and its social media channels to increase website traffic and engage readers. Effectively helped to increase number of unique visitors and website visits by more than 20 percent year over year.
- Under strict deadlines, drafted, edited and deployed three e-newsletters per week that generated roughly 20 percent of weekly website page views.
- Responsible for troubleshooting user interface issues and would seek out technical solutions, including resolving HTML coding errors, such as broken links and missing alt and title tags.
- Managed all communication with an influencer network of more than 500 bloggers. This communication included designing and writing weekly e-newsletters sent to blogger list.

- Brainstormed content ideas for both print and digital products.
- Identified SEO opportunities for deliciousliving.com and optimized content accordingly.
- Represented New Hope Network at bi-yearly expos.

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SEO CONTENT ASSOCIATE, PaperStreet (remotely worked in Denver for company based in Fort Lauderdale, Fla.)
August 2015–November 2015

- Responsible for on-page optimization as needed for client websites.
- Drafted and revised website architectures for new and existing clients.
- Consulted on content creation for SEO optimization.
- Optimized content for clients' social media platforms, including YouTube, Facebook and LinkedIn.
- Analyzed client websites for content quality and to ensure website was meeting SEO best standards.
- Assisted with copywriting as needed, including writing title tags and meta descriptions.

WEB EDITOR FOR GREENBUILDINGNEWS.COM AND HCONEWS.COM, Emlen Media (Denver, CO)
June 2014–August 2015

- Produced and edited content for two online publications.
- Wrote and managed content for monthly newsletters.
- Contributed articles to print publications on a monthly basis.
- Assisted with edits for online and print publications as needed.
- Managed media kit production for two online publications.
- Responsible for social media management and engagement.

MANAGING EDITOR FOR BENEFITSPRO.COM, Summit Business Media (Centennial, CO)
July 2011—August 2012

- Managed content flow and ensured deadlines were met.
- Used metrics and followed SEO practices to drive online content strategy and enhance brand.
- Learned HTML skills to oversee all aspects of e-newsletter production.
- Oversaw social media presence and outreach.
- Responsible for quality assurance. Wrote, edited and proofread digital content.
- Recruited and managed contributing writers and tracked invoices.
- Edited and uploaded video files to website using Final Cut Pro video-editing software and YouTube.

ADDITIONAL EXPERIENCE

CONTRACT DOCUMENT EDITOR/PROCESSOR, EKS&H LLLP (Denver, CO)   Nov. 2013–June 2014
PROJECT EDITOR, American Animal Hospital Association (Lakewood, CO)   Oct. 2012–June 2013
MANAGING EDITOR FOR *BENEFITS SELLING, BOOMER MARKET ADVISOR*
AND *BANK ADVISOR* MAGAZINES, Summit Business Media (Centennial, CO)   March 2007—July 2011
MANAGING EDITOR, American Trade Publishing (Broomfield, Colo.)   March 2007–February 2008

REFERENCES AVAILABLE ON REQUEST