Jessie Guilford

EDUCATION
Front End Web Development
Epicodus, Portland, OR, January 2016-April 2016

Bachelor of Science in Business Administration, 2013
University of Oregon, Eugene, OR
Charles H. Lundquist College of Business

EXPERIENCE
Web Developer, April 2015-present
Oak Creek Trail (A digital marketing agency)
- Using HTML, CSS/Sass, and JavaScript to create and maintain landing pages/emails/ microsites
- Developing internal tools using Node.js and AWS in order to increase efficiency and productivity
- Delivering projects in a fast-paced agency environment

Copywriter & Email Designer, December 2015-April 2015
City Home (A Portland-based furniture retailer)
- Managed email and content marketing from ideation to execution
- Designed promotional email copy, graphics, and layouts that increased open and click through rates
- Tracked the performance of marketing materials, then used that data to create a company style guide covering best practices for design, copywriting, and photography
- Wrote SEO-optimized blog posts and created original web graphics

Marketing Assistant, November 2013-November 2015
Expresscopy.com (A national direct mail marketing company)
- Executed promotional email campaigns, including conceptualization, copywriting, and analysis
- Performed QA testing on website improvements, fixes, and new features
- Created internal performance reports for supervisors and colleagues
- Organized and maintained a database of over 100,000 customer and prospect contacts

SKILLS
JavaScript, Node.js, HTML, CSS/Sass, Git, jQuery, Photoshop/Image editing, Email Marketing

PORTFOLIO
jessguilford.com