

## **Jessie Guilford**

971.212.5354 | jess.guilford@gmail.com  
3061 SE Pine St, Portland, OR 97214

### **EDUCATION**

**Front End Web Development**  
Epicodus, Portland, OR

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

### **EXPERIENCE**

**Web Developer**, April 2016-present

Oak Creek Trail (A digital marketing agency)

- Using HTML, CSS/Sass, and JavaScript to create and maintain landing pages and microsites for clients
- Developing internal tools using Node.js and AWS in order to increase efficiency
- Delivering projects in a fast-paced agency environment

**Copywriter & Email Designer**, December 2015-April 2016

City Home (A Portland-based furniture retailer)

- Managed email and content marketing from creation to execution
- Designed a new email layout that tripled email 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
- Took product photos that doubled City Home's instagram engagement in 2 months

**Marketing Assistant**, November 2013-November 2015

Expresscopy.com (A national direct mail marketing company)

- Created promotional emails by collaborating with the in-house graphic designer, writing copy, and translating concepts into HTML
- Performed QA testing on website improvements, fixes, and new features
- Organized and maintained a database of over 100,000 customer and prospect contacts
- Managed internal reports that tracked the performance of marketing initiatives

### **SKILLS**

JavaScript, Node.js, HTML, CSS/Sass, Git, Adobe Photoshop, JIRA, RESTful APIs, responsive design, email marketing applications, copywriting

### **PORTFOLIO**

<http://jessguilford.com>