Lindsey Lansford

Denver, CO

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Portfolio: https://lindsey-lansford.github.io/react-portfolio/

Summary of Qualifications

Creative and strategic Web Developer with a background in Digital Integrations, and recently earned a Full Stack Web Development certificate from the University of Denver. Passionate about building responsive, clean & simple applications that incorporate practical user experiences. Thrive in fast-paced environments while demonstrating multi-level communication with a customer focused attitude. Looking to integrate my innovative problem solving and keen eye for detail to a company where I can adapt and become an invaluable asset.

Technical Skills & Languages

HTML5 • CSS3 • JavaScript • VS Code • Reactjs • Node.js • Express • Balsamiq • Sequelize • Bootstrap • MaterialUI • Git • RESTful APIs • SQL • MongoDB • GraphQL • PWA • Adobe Photoshop & Workfront • JIRA • Sitecore • Shopify

Web Developer Experience

Habit Stack | https://github.com/lindsey-lansford/habit-map **|** https://habitstack.herokuapp.com/
- Full Stack application that aims to help users build, track and stick to habits through repetition and reward with engaging animations.
- Role: Lead Back-end developer
- Tools: Javascript, Node.js, MySQL, Sequelize, Express, Express Session, Handlebars, Heroku

Concert Concierge | https://github.com/lindsey-lansford/Concert_Concierge **|** https://lindsey-lansford.github.io/Concert_Concierge/
- An application for music lovers where they can plan their perfect concert getaway and enjoy some local cuisine.
- Role: Lead front-end developer
- Tools: Javascript, HTML, CSS, Materializecss, jQuery, TicketMaster & Yelp! APIs

Employee Tracker | https://github.com/lindsey-lansford/Employee-Tracker-DB
- A command-line application that manages a fictitious company's employee database. It acts like a CMS platform for a business user to view and manage departments, roles and employees within the company.
- Role: Sole author
- Tools: Javascript, Node.js, MySQL, Inquirer

Work Experience

Digital Consulting & Web Maintenance   **2021 - 2022**
Vail Resorts   Broomfield, CO
Maintained 34 resort guest-facing websites, including: flipping content and products seasonally. Staged and published materials for season pass products & hospitality lodging sales. Organized site folders in the content management system, and conducted audits for responsiveness across all devices.

Product & Content Migration Lead   **2018 - 2021**
Vail Resorts   Broomfield, CO
Created the strategic direction for key aspects of the product experience and collaborated with engineering, design, analytics, marketing, and stakeholders across the business to build products and deliver sustained business impact.

- Migrated & implemented digital web and product content for 6 lines of e-commerce businesses for 24 resorts onto one responsive platform.
- Built customized digital information architecture maps to optimize resort sites for organic search.
- Strategic planning and high-level timeline forecasting across different functional stakeholders.
- Directed the web ecosystem integration of 24 Resort websites, under the unique business circumstances and barriers of COVID-19.
- Constructed seamless UI/UX designs for informational and e-commerce site pages.
- Collaborated with business product solutions, point of sales and resort stakeholders to create content and configure 85+ unique ski school products for 24 resort sites.
- Managed a group of Sr. Specialists on the digital operations team to prioritize MVP & revenue impacting content under tight deadlines.

Content Migration Contractor   **2017 - 2018**
Vail Resorts   Broomfield, CO
Accountable for migrating and enhancing content/imagery for 10 Vail owned resort websites to a new platform, as part of their Responsive redesign project.
- Advised key resort stakeholders on the best practices and uses of all guest-facing websites.
- Formed trusting relationships while collaborating with the developers, product owners and resort content marketing managers.
- Worked in Jira to stay organized with page assignments, and communicated/tracked work-flow and deadlines with stakeholders.
- After websites launched, performed quality assurance and auditing of content and content components across all sites.

Content + Social Media Manager   **2017 - 2019**
Denver Central Market   Denver, CO
Created and promoted strategic social content to gain brand awareness and increase traffic for Curio Bar & Green Seed.
- Scheduled and photographed content staging cocktails and dishes to be innovative and different by using eye-catching perspectives.
- Measured top KPI's and gathered insights to improve – reach, leads, engagement, audience – to gauge results and continually improve upon.
- Executed @GreenSeedMKT & @CurioBar digital content on Instagram and Facebook 4-5x per week.

Business Owner   **2015 - 2019**
HUED, LLC   Denver, CO
Started an Ecommerce jewelry business—self-assembled website using Shopify—digital design/content/products/imagery—delivering over $17k of sales revenue in first 13 months.
- Designed one-of-a-kind handmade products, with the highest-quality of materials that set myself apart from competitors.
- Coordinated trunk shows at various boutiques—built displays, sold products, and constructed lasting relationships that generated recurring customers.
- Marketed my brand by making a Facebook business page and an Instagram account to drive traffic to the website and increase ROI.
- Educated myself on the legal operations and documents involved in starting a small business, and how to overcome the unknown, yet unavoidable obstacles.

Education

Full Stack Web Development Certificate: University of Denver | Denver, CO
Bachelor of Science Degree: TCU | Fort Worth, TX