

Lindsey Lansford

Denver, CO

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LinkedIn: <https://www.linkedin.com/in/lindsey-lansford/> | GitHub: <https://github.com/lindsey-lansford>

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

Summary of Qualifications

- Creative and strategic Web Developer with expertise in Product Management and Digital Integrations.
- Passionate about creating responsive, clean, and user-centric applications.
- Thrives in fast-paced environments with strong communication skills and a product-focused mindset.
- Seeks to optimize SEO strategies to improve organic search rankings while tracking key performance indicators (KPIs) for website enhancement.

Technical Skills & Languages

HTML5 • CSS3 • JavaScript • ReactJs • Node.js • Express • Sequelize • Balsamiq • Figma • Bootstrap • MUI • Git • CI/CD • RESTful APIs • SQL • MongoDB • GraphQL • AWS • Heroku • Adobe Suite • JIRA • Sitecore • Shopify • WordPress

Work Experience

Web Developer | SEO Strategist

2023 - Present

Freelance

Denver, CO

Design, develop, and optimize websites to enhance their visibility on search engines and improve their online performance.

- Create user-friendly and visually appealing websites using various programming languages, CMS platforms, and web development tools.
- Conduct thorough keyword research and analysis to identify SEO opportunities, optimizing website content and meta-tags, and implementing on-page and technical SEO best practices to improve website rankings on search engine results pages.

Full Stack Web Development Program

2022

University of Denver

Denver, CO

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 Backend 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 frontend developer
- Tools: Javascript, HTML, CSS, Materializecss, jQuery, TicketMaster & Yelp! APIs

Product & Content Migration Lead

2018 - 2022

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.
- Lead a group of Sr. Specialists on the digital operations team to prioritize MVP & revenue impacting content under tight deadlines.
- Managed 34 resort guest-facing websites, overseeing content and product updates, staging and publishing materials, organizing site folders, and conducting responsiveness audits.

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