Melinda Hernandez

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Technical Skills

Languages: Proficient in JavaScript, HTML and CSS. Some familiarity with PHP.
Libraries & Frameworks: Experience using Bootstrap and jQuery.
Additional Web Tools: Familiar with Wordpress API, Git, SourceTree and cPanel.

Recent Coursework

College of Dupage

- Programming & Logic Technique
- HTML & CSS

Experience

Big Tuna   Winfield, IL
Website Developer   Oct 2015 – Present

- Structure webpage content in a responsive environment using HTML, CSS and Bootstrap.
- Ensure consistency and quality of websites for responsiveness, functionality and UI.
- Co-develop interactive, reusable widgets for website use including accordions, sliders, buttons and other dynamic features.
- Meet an average monthly launch goal of 40+ sites.
- Collaborate with development team for completion of server migration by exporting SQL databases to a temporary staging site and making updates to outdated code.

Project Coordinator   Feb 2015 – Sept 2015

- Write, develop and edit engaging marketing copy for websites
- Coordinate project information between management, writers and web designers
- Proofread copy for clarity, accuracy of detail and consistency of style
- Optimize websites for search engines by creating title tags, meta descriptions and keywords

Gerber Plumbing Fixtures LLC   Woodridge, IL
Marketing/ O&D Intern   June 2014 – Feb 2015

- Coordinated key product information and assets for Shotfarm, a digital asset management system
- Conducted competitive analysis on consumer interfacing websites, SEO, wholesale distributor and social media presence and report findings to marketing team
- Retrieved information, entered data, created content and defined naming conventions for Shotfarm taxonomy
- Wrote copy for product descriptions and branded landing pages
- Managed and prioritized multiple projects, including overstock & discontinued product spreadsheets
- Edited, resized, or recolored images and other materials in Photoshop and Illustrator

Humanitarian Service Project   Carol Stream, IL
Senior Citizen Project Intern   Jan 2014 – May 2014

- Interviewed senior citizens and wrote "Senior Updates" to help retain sponsorship for low-income senior citizens in program
- Improved and maintained monthly e-newsletter with over 100 subscribers
- Designed tri-fold mailer for paper drive initiative, resulting in a donation valued at $7,433
- Created graphics for e-newsletter and other assets
- Generated blog content for Facebook and Blogger posts three times a week
- Wrote press releases regarding donations and grants to organization

Education

Elmhurst College   May 2014

BA in English writing
Minor in intercultural studies
Graduated Magna Cum Laude