

RESUME

Michelle Hiland

Front End Developer

Contact Info



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Summary

As a graphic designer, developer and marketing specialist I have helped companies in gaining an on-line presence and enjoy creating modern attractive websites. I have worked on building applications and interactive websites, branding, email marketing campaigns, and managing social media platforms. I have excellent written and verbal communication skills. I have a competitive mind from running trail races and value working through challenges and staying positive. I love learning and I am constantly attending meet-ups and studying to always be enhancing my skill set.

Relevant Qualifications

- Organized, goal oriented, able to see big picture yet highly detail oriented
- Analytical problem solver, able to anticipate issues and create new solutions
- Excellent interpersonal skills and ability to communicate with a variety of people, technical and non-technical
- Able to develop websites, logos, infographics and research & analysis reports
- Highly innovative, eager for collaboration and welcome constructive feedback

Areas of Proficiency

Computer Skills

Adobe Illustrator/InDesign/Photoshop, HTML/CSS, Javascript/jQuery, MySQL, Django, LAMP, Drupal, Microsoft Office Suite, Constant Contact, Google Analytics, Wordpress

Skill Areas

Website Design and Development, Social Media Management, Digital Marketing, Business Strategy & Project Management, Research & Data Analysis, Business Intelligence and Predictive Analysis, Instructional Design & Training

Relevant Experience

Mtn Dog Media

Front End Developer

September 2015- Present

- ✓ Website Design and Maintenance
 - Design and implement site layout to create a unique user experience
 - Proficiency in HTML, CSS, Javascript, and Adobe Design Suite
 - Create and manage website development environments on domains and sub-domains
 - CSS and HTML customizations to WordPress themes, Drupal, Django
 - Set-up and utilize MySQL and postgresql for websites/applications
- ✓ Graphic Design
 - Create layouts for websites & applications, logos, packaging labels and business cards in Adobe Illustrator
 - Edit and enhance photos used for content on websites using Adobe Photoshop
- ✓ Digital Marketing
 - Perform both on-site and off-site SEO optimizations monthly for various websites
 - Create monthly reports and set benchmarks to monitor performance using data from Google Analytics
 - Create and implement email marketing campaigns using Constant Contact

RESUME

Amy's House

Social Media Manager and Website Developer Assistant

March 2015 - September 2015

- ✓ Social Media Manager
 - Executed and managed Online presence in all social media platforms to drive customer engagement. Proficiency in Facebook, Twitter, Instagram, Pinterest, Google+, LinkedIn and YouTube.
 - Monitored and analyzed effective benchmarks for measuring the impact of social media programs and created reports on effectiveness of campaigns in an effort to maximize results using Google Analytics.
 - Created and managed all paid ad campaigns on Facebook
- ✓ Website Assistant
 - Website updates, customizations and management in WordPress
 - Created content for blog and news page on weekly basis
 - Managed and implemented SEO optimizations for both on-site and off-site best practices
 - Created SEO reports using Google Analytics to monitor SEO optimizations

TransFirst

Data Operations Specialist / Team Lead

March 2013 - March 2015

- ✓ PCI Project Team Leader
 - Manage security and billing initiatives to increase customer PCI compliance rate to reach above industry standards
 - Initiated cross training to improve work flow and documented all processes
 - Coordinator between all departments to fulfill the project requirements
- ✓ Data Specialist
 - Monitor and update database to ensure data is up to date, accurate and consistent
 - Relational data mining and analysis of merchant billing and pricing (Access and Excel)
 - Create reports based on end-user needs (Sales & Marketing)
 - Brainstorm and research ways to improve current processes and implement solutions
- ✓ Manage Statement Messages and Logos
 - Communicate regularly with sales channel and partner vendor to set-up and implement monthly statement messages inserts and logos for three portfolios to allow for pricing initiatives and customer notification

Education

Harvard EdX - Introduction to Computer Science

May 2015

University of Colorado at Boulder-Leeds School of Business

December 2011

- B.S. degree in Business Administration-Emphasis in Operations and Information Management
- B.S. degree in Arts & Science-Major in Integrated Physiology

London School of Economics and Political Science

Summer 2011

- Finance Seminar-Study Abroad