Michelle Clement

Frontend Developer

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Executive Summary

I am a passionate Frontend Developer currently working at Nice & Serious in East London.

I specialize in building visually engaging, responsive and accessible websites using HTML, CSS/SASS, JavaScript, with extensive experience building websites with Craft CMS. I prioritize UI/UX best practices, performance optimization, and cross-browser compatibility to ensure seamless user experiences.

In 2021, I earned a Diploma in Software Development (Full Stack) with Code Institute, successfully transitioning from a career as a Marketing Manager. My background in creative and digital marketing gives me a unique ability to bridge technical development with brand strategy, enabling me to effectively collaborate and communicate with stakeholders and cross-functional teams.

Work Experience

Front-End Developer

Nice & Serious, April 2022 – Present

- Utilize best practices in HTML, CSS/SASS, JavaScript, and GSAP to develop responsive and visually appealing web interfaces, writing clean, reusable, and DRY code while ensuring performance optimization and adherence to UI/UX best practices.
- Collaborate closely with designers and development teams to ensure the technical feasibility of proposed mockups and their alignment with project objectives and budgets, conducting cross-browser compatibility testing to maintain consistency across different devices.
- Integrate accessibility best practices into all projects to ensure compliance with WCAG standards and create inclusive, user-friendly experiences.
- Assist in website launches and conduct CMS training workshops with clients.
- Developed and implemented an SDG tracker for the homepage, showcasing the company's ongoing work. This feature garnered interest from company clients, leading to discussions about similar implementations for their websites.
- Manage monthly CraftCMS SLA updates for 10 clients, along with providing ad-hoc improvements, troubleshooting, and fixes.

Core Technical Skillset

- → HTML5
- → CSS/SASS/SCSS
- → JavaScript
- → GSAP
- → Node.js
- → JQuery
- → Python
- → React (Learning)
- → Docker

Additional Tools

- → GitHub
- → CraftCMS
- → Twig
- → Nunjucks
- → Amazon Web Services
- → Bootstrap
- → Adobe Suite
- → Figma

Course

Diploma in Software Development (Full Stack)

Code Institute, 2021

Front-End Engineer

Codecademy, 2020

Articles

How I Went from Freelance Marketer to Front-End Engineer in 2 Years
Codecademy

Breaking The Web Developer Stereotype: Woman, Mother, Career Changer
Nice & Serious

Freelance Marketing&Account Manager

Various, January 2016 – 2021

- Successfully managed the release of *"Bros: After The Screaming Stops"*, building an online audience of 50,000 with 100,000 monthly engagements. Achieved #1 spot in Amazon pre-orders, trended on Twitter during the BBC3 airing, and hosted a sold-out HMV signing. The film won a BAFTA and inspired spin-offs.
- Boosted channel impressions by 146%, engagement by 130%, and social traffic by 62% for Serious Pig through data-driven social media strategies.
- Secured over 10 new clients for The Agency Solution, delivering bespoke social media and website solutions.
- Raised £20,000 via Indiegogo to support a film franchise and launched merchandise which generated £3,000 in sales in just two weeks.
- Sold out 20+ UK cinemas for a niche film, achieving record-breaking ticket sales on OurScreen.

Brand Licensing Executive

Ministry of Sound, June 2014 – January 2016

Key achievement: Ministry of Sound x Dolby Atmos:
- Launching the first nightclub in the world to feature Dolby Atmos technology, selling out all events.

PA to CEO / Brand Marketing Assistant

Ministry of Sound, February 2011 – June 2015

Production Coordinator, Creative Team

Ministry of Sound, November 2008 – February 2011

Other interests

After completing my photography course, I started selling photos I had taken as art prints, something which became very popular during the pandemic. I also have my photos listed on multiple stores worldwide, including sites such as iamfy. You can view them on my instagram: www.instagram.com/michelleclementphoto