

# Becky Lewis

## SUMMARY

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A well-rounded and achievement-oriented Web Designer/Developer seeking a career, in which to grow and excel. Experience with front-end and back-end Web development and digital marketing with social media integration. Possesses strong execution, problem-solving, organization, and customer service skills.

### LINKS

<http://www.BeckyLewis.me>

<http://www.linkedin.com/in/beckylewis888>

## EDUCATION

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### *Associate in of Applied Science in Web Technologies*

**Degrees:** Web Development and Design, Mobile Web Applications

**School:** Johnson County Community College in Overland Park, KS

**Graduation:** May 2015

### *Bachelor of Science in Business Administration*

**Degrees:** International Business, Chinese

**School:** Missouri Southern State University in Joplin, MO

**Graduation:** May 2004

## COMPUTER SKILLS

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HTML, CSS	Sass	Wordpress	Git / Github	Adobe Illustrator
JavaScript / jQuery	Bootstrap	Social Media	Inkscape	Adobe Photoshop

### **Working knowledge:**

Angular, JSON, XML, AJAX, PHP, MySQL, Java, Node.js, Grunt, Ruby

## EXPERIENCE

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### **Design and develop Websites**

- Meet with customer to obtain project scope and objective.
- Create project brief, sketches, wireframes, and mockups.
- Working knowledge of PHP, REST, and APIs to produce dynamic content.
- Implement object-oriented programming to create organized, modular, and reusable code.
- Design responsive website with relative units, media queries, and JavaScript.
- Design website with understanding of UX and UI.
- Build for SEO through content, speed, responsiveness, meta data, cache leverage, etc.
- Stay up-to-date with trends and best/varied practices.

### **Creatively create and implement marketing campaigns**

- Design yearly marketing calendar for proposed campaigns.
- Design and send bi-weekly email campaigns/newsletters to target audiences.
- Design and create promotional postcards and flyers for direct mail.
- Review campaign results to determine if adjustments are needed.

### **Use social media to engage audience and drive website traffic**

- Engage audience through use of creative and relatable content.
- Create campaigns for creative branding and keep consistent across platforms.
- Familiar with majority of social media platforms and the appropriate use for each.
- Use Facebook apps and tools to achieve KPIs e.g. CTA button, email subscription, contest portal.

### **Internal and external Communication**

- Create well-versed proposals and project briefs for clients.
- Create meaningful website content that is also optimized for search engines.
- Form engaging and well-written blog posts.
- Communicate innovative ideas for campaigns, website functionality, user experience, etc.

### **Teamwork**

- Experience with agile environment.
- Use Git/Github to facilitate group projects and version control for individual projects.
- Communicate often to stay calibrated throughout project life.

### **Diligent student**

- Individually expand upon topics learned in the classroom and apply where appropriate.
- Continue to learn at all opportunities through books, articles, tutorials, mentors, and peers.
- Able to quickly learn and apply new topics.

### **Customer service**

- Actively listen to client's problem in order to offer solution when possible.
- Show empathy to build trusting relationship with client.
- Effectively communicate with client if task is not achievable and offer alternatives.
- Keep client consistently informed of status and timeline.

## WORK

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### **Web Designer/Developer**

Freelance

July 2013-Present

Virtual

### **Web and Marketing Specialist**

Classic Catering Corporation

March 2013-Present

Overland Park, KS

### **Catastrophe Claims Representative**

Farmers Insurance

January 2010–March 2013

Virtual

### **Standard Claims Review Team**

Farmers Insurance

November 2008–January 2010

West/Texas Regions

### **Field Claims Representative**

Farmers Insurance

August 2007–November 2008

Dallas, TX

### **Efficiency Claims Corps Representative**

Farmers Insurance

June 2006–August 2007

Olathe, KS

### **Customer Service Associate**

Farmers Insurance

June 2005–June 2006

Olathe, KS