

# JEIMI WOFFINDEN

Director of Digital Media/ Full-Stack Developer/Graphic Designer

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## Skills

### Front End



- Adobe Software
- HTML5
- Bootstrap
- CSS, SASS(SCSS), Bower
- JQuery
- Javascript, Angular
- Laravel
- Git

### Back End



- SQL Pro
- Node, NPM
- PHP, Artisan, Vagrant

### SEO



- Google
- Bing
- Alexa Traffic Rank

### Marketing & Social Media



- Salesforce
- Google & Bing Ads
- Instagram, Facebook, & Twitter

### References

Available upon request

## Summary

*A passionate Full Stack Developer with an interest in marketing*

## Experience

Nov 2016-  
Present

### Director of Digital Media / Full-Stack Web Developer

*Salt Lake City, Utah*

I oversee all digital and print media efforts, including creating, building and maintaining websites. Designing and producing all print materials from logos and business cards to brochures and tradeshow booths. Overseeing and working in all social media platforms such as Facebook, Instagram, Twitter, Yelp, TripAdvisor and Pinterest. Responsibilities include creating and curating shareable content; determining which platform is best suited for each piece of material; building and managing social media profiles and presence; directing paid search and social campaigns and analyzing the performance of those campaigns; maintaining brand consistency across platforms; assessing SEO configurations; monitoring analytics; managing the digital budget; and fostering vendor relationships.

Jan 2010 -  
Dec 2016

### Full-Stack Web Developer / Contractor

*Juneau, Alaska*

- Continually researching the best marketing strategy to have the knowledge to deliver innovative solutions to clients across multiple industries.
- Successfully develop and manage websites and branding initiatives
- Utilize various tools, including HTML, CSS, SASS, Javascript, JQuery, PHP and Laravel Frameworks.
- Demonstrate strong interpersonal communication skills while cultivating positive relationships with clients.
- Facilitate participation within multiple trade shows.

#### Key Achievements:

- Utilized effective website designs, marketing tactics, including logo design and marketing material creation, to grow numerous companies from start-ups to top companies within their region.

### Senior Graphics & Web Designer

*Dynatronics Corp., Salt Lake City, Utah*

- Fulfilled critical leadership position overseeing team of Designers.
- Leveraged innovative marketing strategies to significantly increase company exposure and attract new clientele.
- Designed various types of marketing tactics, including catalogs, advertisements and e-mail blasts.

## Education

Bachelor Degree, Utah State University,  
Associate Degree, Snow College  
Web Development Coding Bootcamp, DevMountain  
Online Tutorials, Lyndia.com and Laracast

## Interests

Hiking, Mountain Biking, Snowboarding, Boxing, Painting, Traveling