JEIMI WOFFINDEN

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Full Stack Web Developer

Front & Back End Development | Strategic Partnerships | Marketing & Social Media

I am a passionate Full Stack Developer with experience in graphic design and marketing. My unique abilities of knowing programming for both the front and back end of websites paired with my vast knowledge of marketing and social media helps me to work in a team environment or on solo projects. I look forward to new challenges that push me to explore creative and innovative designs and solutions.

Signature Qualifications

- Analysis of Marketing Campaigns
- Front End & Back End Development
- Adobe Software
- HTML5
- Bootstrap
- CSS, SASS(SCSS), Bower
- JQuery
- Javascript, Angular
- Laravel, PHP, Artisan, Vagrant

- Git
- SQL Pro
- Node
- NPM
- Slack
- Search Engine Optimization
- Marketing Budget Management
- Social Media Management
- Vendor Interactions

Professional Profile

DIRECTOR OF DIGITAL MEDIA
Contractor | Salt Lake City, UT | Oct. 2016 - Present

Creation, maintenance and performance analysis of all websites and print media materials. This includes assessing search engine optimization configuration, monitoring analytics and managing digit budgets to meet vendor goals.
- Built and maintain company website and landing pages using Laravel Framework, SQLPro, SASS and JavaScript.
- Maintain social media platforms such as Facebook, Instagram, Twitter, YELP, TripAdvisor and Pinterest.
- Build and manage social media profiles and presence; direct paid search and social campaigns and analyzing the performance of those campaigns.
- Responsible to create and curate all design elements from logos, brochures, advertising, menu's, signage and trade-show layouts.
- Create shareable content and determine the platform best suited for content.
- Maintain brand consistency across all company platforms.

FULL-STACK WEB DEVELOPER

Contractor | Alaska | Jan. 2010 - Present

Utilized effective website designs, marketing tactics, including logo design and marketing material creation, to grow multiple companies from start-ups to the number one in their field within the region. Created engaging web content to attract new clientele.

- Leverage expert level marketing 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, Laravel Frameworks and JavaScript.
- Manage every aspect of web development project from beginning to end for multiple clients at a time in various industries. Determine the client's needs and create a detailed estimate based on their project requirements for their design and development needs. Managed budgets and then taking those requirements and incorporating them myself or with my business partner the framework for my business partner to create and develop the project.
- Aid Clients in creating the best practices or ways to accomplish their goals within the time and budget restraints of the project. Managing client's expectations during development phases and working with them through the testing stage; gathering and making the changes or creating a description of the bugs or issues that need refinement.
- Delegating and creating tasks for myself and my partner through Slack, providing detailed notes and descriptions to save time in explaining adjustments or bug fixes that are needed.

SENIOR GRAPHICS & WEB DESIGNER

Dynatronics Corporation | Salt Lake City, UT | Oct 2000 - Jan 2010

Provided senior leadership for team designers. Actively engaged with vendors and system users to resolve concerns.

- Fulfilled a senior level leadership position mentoring a team of designers.
- Leveraged innovative marketing strategies to significantly grow companies' new products by increasing company exposure and attracting new clientele.
- Designed various types of marketing campaigns, including catalogs, advertisements, brochures, e-mail blasts and marketing concepts for new featured products.
- Main point of contact for system issue resolution.

Education

Bachelor of Science | Utah State University | Logan, UT
Web Development Coding | DevMountain | Lehi, UT
Continuous Education | Lynda.com, Laracast, and Stack Skills