

# Chelsea Campbell

## Web Developer



### Experience

2021 - Current                                      Lead Front-End Web Developer                                      Atlanta, Georgia

- **Lead Developer:** Sole front-end developer responsible for translating custom XD designs to mobile-first responsive web pages and applications. Builds custom wordpress sites, widgets, and emails used for internal company team as well as direct consumer engagement. Creates new high-quality HTML/CSS code systems to improve or replace outdated legacy code. Implements and trains new company-wide coding procedures and solutions based off self-produced work and research. Consults with company founder to produce digital marketing materials and calls-to-action for database of over 20,000 customers. Ensures brand consistency of product packages for Fortune 500 clients. 100% remote work in a self-managed role.

2020-2021                                      Front-End Web Developer / Front-End Engineer                                      Atlanta, Georgia

#### EZ Prints

- **Development:** Deployed weekly homepage content and created custom promotional graphics for Fortune 500 client websites. Wrote and edited scripts and widgets to improve site design and functionality. Created SEO content for user products and company pages. Collaborated with lead sales team to ensure design consistency, configured customer settings, and deployed website promotions year-round for over 17,000 consumer products. 100% Remote work in a self-managed role.
- **Engineering:** Creation, deployment, debugging, and maintenance of CMS properties in Magento 2.0. Wrote responsive, mobile-first HTML/CSS for promotional web pages. Modified inventory, shipping methods, and promotional codes, styled custom menus and navigation, configured XML and Mediaclip files, site tracking with Google Analytics, and consulted remotely with lead developer on solutions for project debugging, site optimization, and best practices for user experience and ADA compliance.

2016-2022                                      Digital Designer / Web Developer                                      Atlanta, Georgia

#### Freelance Digital / Web Designer

- **Digital Design:** Created designs for custom logos, t-shirts, blog pages, internal resource pages, promotional flyers and e-flyers, brochures, postcards, and MailChimp newsletters. Analytically managed digital and physical distribution of content and professional social media pages.
- **Web Development:** projects include conception, design, and deployment of responsive e-commerce websites suited to the client's needs. Collaborated with clients as well as outside agents to complete competitive and certificate-worthy creative work in web development, copywriting, graphic design, and advertising. Portfolio of student and ongoing professional work.

### Education and Qualifications

**The Creative Circus**                                      2020  
Certificate in Creative Technology

**Georgia State University**                                      2014  
Bachelors in Media Communications

#### Experience with:

HTML, CSS/SASS, Javascript, XML,  
Bootstrap, Flexbox, Wordpress, PHP,  
Adobe AI, PS, XD, Google Analytics,  
Magento 2.0, Jira, Mediaclip, Ardiuno,  
MJML, Mailchimp

### Professional Skills and Achivements

- Discovered and self-taught MJML in 48hrs to code company marketing emails that work across all email clients.
- Self-taught XML and Mediaclip to migrate over 17,000 back-end product files and designs to Magento 2.0, implementing new methods that increased efficiency and organization.
- Mentoring junior developers and providing resources and portfolio project ideas to support continuing education.
- Coding custom web pages and applications for multi-million dollar B2B, B2C, and SaaS e-commerce platforms.
- Researching, creating, and organizing high quality code systems for up-to-date best practices and future inheritance.

