

Kandice Hutcheson

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Summary

Nine years of Front End Web Development and Digital Marketing with a focus on user experience. Other key skills include Custom WordPress Theme Development, HTML, CSS, Twitter Bootstrap, working knowledge of PHP, and Search Engine Optimization.

Key Development Skills

Development Languages

- HTML, CSS, WordPress, Twitter Bootstrap, Underscores.me, Animate.css, PHP, JavaScript, JQuery, GIT/GIT Bash, Github, SASS, LESS, Grunt, Node.js

Software and Marketing

- Adobe Creative Suite, WordPress, Search Engine Optimization, Google Analytics, Google AdWords, HubSpot

Experience

Founder - Digital Marketing Specialist: April 2018 - Present

Horde Marketing, LLC

- Identify and implement digital marketing strategies for the business and clients. Including search engine optimization (SEO) strategies using analytical data for each client's website, SEM, Social and Email Marketing (MailChimp).
- Develop competitor analysis reports. Proposal development and presentation to clients.
- Website design and development. Including wireframes, sitemaps, design comps, implementation and site architecture.
- Design print materials for marketing efforts for the business and clients. Including business cards, brochures, booklets and magazine ads. Graphic design for websites, social media and content.
- Design and manage projects related to large format print materials such as billboards and signs.
- Develop strategies for social media management, social media marketing and content marketing campaigns.
- Business development and client acquisition strategies.
- Develop and maintain client relationships, including project management and account management.

Marketing Coordinator: January 2018 - Present

R&B Metal Structures

- Maintain website updates, coding and development responsibilities. Web server migrations, backup management and security integrations.
- Search engine optimization strategies and analytical reporting for each business unit's website.
- Design and schedule email marketing campaigns using MailChimp.
- Manage and maintain social media management for each business unit.
- Create and manage content marketing campaigns.
- Design print materials for marketing efforts, corporate locations and dealer locations.
- Design and manage projects related to large format print materials such as billboards and signs.

Digital Marketing Coordinator: July 2016 - December 2017 (July 2016 - April 2017 as a contract position, April 2017 - December 2017 as a full time position)

Bennett International Group

- Search engine optimization strategies and analytical reporting for Bennett websites.
- Consult on marketing strategies for social media, websites and landing page campaign efforts for internal and external websites.
- Consult on the development of social media strategies for business units and major company events.
- Development strategy and execution for designing, developing, updating or rebuilding the business unit websites and landing pages. Including optimizing the websites for mobile friendly platforms with cross browser compatibility.
- Reduce page speed and optimize website performance for a better user experience, and better performance for organic search results.
- Work with others in the marketing team to help maximize efforts on social media, content strategies and digital marketing projects.
- Update and maintain current websites via WordPress, HTML, CSS, PHP and JavaScript when applicable.

Lead Front-End Developer: Nov 2013 – July 2016

Local Marketing, Inc.

- Primary responsibilities include developing new websites with custom WordPress themes using a rapid prototype built utilizing Twitter Bootstrap and Underscores.me.
- Designed wireframes and visual comps for new websites for multiple clients based on needs.
- Maintain and provide updates for current client's websites.
- Design and test email marketing campaigns within various email platforms such as Constant Contact, MailChimp, myEmma, and Awebber.
- Provide consultations on development, design and SEO (primarily the development side of SEO) concepts and implement when necessary.
- Designed or developed over 75 websites.
- Direct team on each development project to completion.
- Interview potential new hires for development or design.
- Train new development/creative hires on processes.

Front-End Web Developer: Mar 2013 – Feb 2014

SevenWired, LLC

- Designing new websites, redesigning current websites, and implementing Search Engine Optimization on and off-site.
- Maintain and provide updates for current client's websites and social media avenues.
- Provide consultations on design concepts and implement when necessary.
- Backup client databases and report server and computer backup statuses.

Webmaster and Office Manager: Aug 2009 – Dec 2013

Floodmasters, LLC

- Update and maintain all websites and online marketing campaigns. Managed day to day jobs in the office.
- Design websites, landing pages and graphics (including the logo).
- Research and implement new online marketing techniques.
- Researched and implemented new time management and team collaboration system.
- Provided technical support for 5-10 employees.

Education

Art Institute of Pittsburgh: 2008-2013

Pittsburgh, PA

- Associate of Fine Arts: Web Design and Interactive Media

References

Available upon request.