

Kacey Willis - Front End Web Developer

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DEVELOPER PROJECTS

RetailClarity.com - A multi-page site for a retail consulting company.

Tools used: WordPress, Divi, PHP, HTML3, CSS3, Flexbox, Photoshop

Unplugged - A multi-page, mobile responsive website for a retreat center.

Tools used: HTML5, CSS3, Flexbox, Javascript, Photoshop

Accelerate - A multi-page WordPress site for a PR Agency. **Tools**

used: HTML5, PHP, CSS3, Flexbox, Javascript, WordPress, Photoshop

WORK EXPERIENCE

Web Developer and Digital Manager

Retail Clarity

Dawsonville, GA

6/2020 - Present

- Responsible for managing 5+ digital media channels, designing marketing collateral and analytics, for independent retailers.
- Built multi-page WordPress website, with SEO and Google Analytics tracking, increasing new views by 63% in 2 months.
- Optimized email marketing funnel by integrating outbound processes with Mailchimp, increasing email opens by 30%.
- Designed user flow and back-end onboarding processes, streamlining and simplifying the customer experience.
- Collaborated with owners to produce videos, blogs, and promotions that grew the company's SaaS clientele by 25%.

Chess Tutor

Chess at Three

New York, NY

1/2019 - Present

- Teach weekly 1-on-1 chess lessons to 50+ students in-home, virtually, and in schools, specializing in ages 3 to 11 years.
- Facilitate student developmental and behavioral growth through teaching complex strategic skills and sportsmanship.
- Plan & host 2 monthly virtual chess tournaments with students across the country, allowing for student goal setting and growth.

Mainstage Performer

Disney Cruise Line

Toronto, Canada

9/2015 - 12/2017

- Performed in 10+ musicals per week for thousands of guests, maintaining guest relations and enhancing the Disney magic.
- Led and enacted safety protocols, overseeing and training a team of 5 crew members and 50+ guests.

PROFILE

Front-end web developer specializing in WordPress and mobile-friendly web projects for small businesses, with a strong background in the performing arts.

EDUCATION

Skillcrush

Front End Developer and Web Design Intensive Track
2020

Shenandoah University

BFA, Musical Theatre
2015

Udemy

Content Marketing and Video Production
2020

DEVELOPER SKILLS

HTML5/CSS3

JavaScript

React

JSX

APIs

WordPress

PHP

Responsive Web

Git/Github

TECH TOOLS

Adobe Creative Suite

Figma

Mailchimp

CodeSandbox

Text editors