

JESSICA DIPONZIANO

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SUMMARY

- **Front-end web developer** adapting a background in marketing know-how with technical knowledge to create quality user experiences and websites that achieve business and technical goals
- Experience in developing responsive web applications using a variety of technologies, including HTML5, CSS3, Bootstrap, Javascript and PHP
- Proficiency in CSS preprocessors including SASS and LESS to generate standards-compliant styling
- Knowledge in analyzing and debugging the DOM Layout, JavaScript functions, Cascading Styles across browsers using Chrome inspector, Firebug and other developer tools
- Experience using jQuery library to develop cross platform client-side script. Proficient in using jQuery to navigate document, select DOM elements, create animations, handle events and perform AJAX interaction
- Ability to effectively communicate with a wide range of clients and co-workers and work well with a team

SKILLS

- **Web:** HTML/HTML5, CSS/CSS3, SCSS, SASS, LESS, AJAX, JavaScript, jQuery, PHP
- **Content Management Systems:** Wordpress, MODX, DotNetNuke, Umbraco
- **Other:** Git, GitHub, GitLab, Bit Bucket, Email templates, Photoshop, Bootstrap

PROFESSIONAL EXPERIENCE

Front-end Web Developer & Creative Technologist, Self-employed **2015-Present**

- Write well designed, testable, efficient code, either from scratch or by adapting existing website software and graphics packages to meet business requirements
- Accurately convert wireframes and PDFs to responsive, front-end code
- Work with in-house developers on integration of the front-end and back-end aspects of web applications
- Analyze and debug the DOM Layout, JavaScript functions, Cascading Styles across browsers using Chrome inspector, Firebug, Browserstack, and other developer tools
- Collaborate with internal development teams through GitHub, GitLab and BitBucket
- Meet with clients to gather and refine specifications and requirements based on technical and business needs
- Create or modify themes for various CMS and eCommerce systems including Wordpress, Umbraco, DotNetNuke, ModX, and custom built systems
- Create and test custom HTML email templates to be used & edited by marketing staff in email clients including MailChimp, Campaign Monitor, Vertical Response, and CRM systems
- Strategize and build marketing automation campaigns based on website activity

Learning Ally, Princeton, NJ

Front-end web developer, Contract

2015

- Collaborated with website team to complete a migration of LearningAlly.org from Wordpress to DotNetNuke platform
- Conducted client meetings for requirement gathering and reviews
- Designed & developed new user-experience prototype using UXPin software
- Restructured content within new UX design to better meet accessibility standards for blind and dyslexic users
- Use HTML5/CSS3 to build new pages based on UX designs
- Design and develop all pages using Bootstrap 3 to create responsive web design
- Tested front-end code in multiple browsers to ensure cross-browser compatibility

Sr. Marketing Associate

2013-2015

- Provided UX designs and manage the project of building Explore1in5.org on DotNetNuke platform
- Developed micro-site for upcoming virtual conference that resulted in 1000 registrations, 50% over the goal
- Designed and develop custom HTML email templates sent to databases of over 100k recipients
- Streamlined email systems and integrate with Netsuite CRM system for greater efficiency and tracking abilities
- Constructed workflows within Netsuite CRM to increase communication efficiency with client database
- Maintained and analyze Google Analytics to find web stat trends and how people are engaging with the site, implement improvements, led to increased engagement and conversions

**TheLifeOutside.com
Webmaster and Owner**

2012-Present

- Responsible for creating sketch, wireframe and visual mockups
- Created new Wordpress child theme implementing design using HTML5/CSS3 and PHP
- Analyzed Google Analytics to determine where site changes can be made to optimize the website for improved speed and performance
- Researched Wordpress widgets that would provide functionality and stability required by the site
- Did on site SEO implementations to increase traffic to client websites
- Managed user permissions and user creation for guest posters and editors

**Vantage Learning, Newtown, PA
Marketing Coordinator**

2011-2012

- Collaborated with marketing and development team to redesign and relaunch company website
- Maintained web pages (HTML/CSS/javascript, jQuery)
- Worked with Creative Services to rebrand Vantage Learning and McCann, including end-to-end development of all style guides and templates, briefing for all creative work and writing of all copy
- Managed all email and marketing automation campaigns – databases of 20-50k+ with 85 percent securing meetings or closed deals
- Search Engine Optimization (SEO) of both company websites to improve organic Google results. Within 4 months, both websites had a first page ranking
- Built marketing function from the ground up, driving best practice sales and marketing tactics. Within 6 months 15% of company revenue was directly attributable to marketing
- Took a lead role in development of an enhanced CRM tracking system, with responsibility for scoping business requirements and briefing in-house developers

EDUCATION

Bachelor of Arts, Public Relations, Rowan University, Glassboro, NJ

Certificate, Web Design Essentials, University of the Arts, Philadelphia, PA