

# JESSICA DIPONZIANO

[GITHUB.COM/JDIPONZIANO](https://github.com/jdiponziano)

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## SUMMARY OF QUALIFICATIONS

A Web Developer with four years of front-end work experience, specializing in JavaScript, PHP, WordPress, interactive features, responsive site design, WCAG accessibility, UX optimization, and scalable technology solutions.

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## CERTIFICATIONS

*Full-Stack JavaScript Tech Degree*  
Team Treehouse Online

**Expected October 2019**  
**Philadelphia, PA**

*Web Accessibility Specialist 2.0*  
Deque University

**Awarded September 2018**  
**Philadelphia, PA**

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## WORK EXPERIENCE

*Contract Developer*  
Self-Employed

**May 2015 – Present**  
**Philadelphia, PA**

- Provided coding expertise, quality assurance, design feedback, and planning on web projects ranging from small businesses to large companies in collaboration with in-house development teams.
- Wrote and adapted code for websites utilizing HTML, JavaScript, CSS, WordPress, WooCommerce, and MySQL and ensured all scripts met business, testability, and efficiency requirements.
- Developed custom themes, custom post types, and template files for WordPress sites and WooCommerce stores.
- Compiled and analyzed client requirements, created corresponding project plans, and designed, developed, and implemented e-commerce and business website solutions.
- Served as a point of contact for clients, collected feedback on different stages, and addressed concerns.
- Researched new technologies and software packages for use in website projects.
- Revised, modularized, and updated old code bases to modern development standards.

*Developer*  
Inverse Paradox

**August 2017 – April 2019**  
**Hulmeville, PA**

- Translated design team's UX wireframes and mockups into responsive, accessible, and interactive websites utilizing HTML, CSS, JavaScript, and PHP.
- Identified development inefficiencies and implemented solutions to reduce timelines and expenses.
- Reviewed designs for WCAG accessibility features, evaluated potential conflicts, and proposed design solutions to better meet WCAG standards.
- Performed quality assurance testing to identify bugs and technical issues before and after deployment.
- Developed custom themes and template files for small business websites and e-commerce stores running on WooCommerce and Shopify platforms.

*Contract Front-End Web Developer*  
W.L. Snook & Associates Inc.

**May 2015 – June 2016**  
**West Chester, PA**

- Created site layouts and user interfaces using Bootstrap 3 framework and LESS/CSS practices, produced websites compatible with multiple browsers, and updated site content and layouts in Umbraco CMS system.
- Converted PSD design files into dynamic and responsive web pages for deployment to the company's e-commerce site [trafficsafetystore.com](https://trafficsafetystore.com).

*Contract Front-End Web Developer*  
Learning Ally

**June 2015 – December 2015**  
**Princeton, NJ**

- Designed new UX for LearningAlly.org utilizing UXPin, restructured content to better meet accessibility standards for blind and dyslexic users, and built new pages based on UX designs utilizing HTML5/CSS3.
- Completed a migration of LearningAlly.org from WordPress to DotNetNuke platform in collaboration with the website team.
- Led client meetings to compile and review project and site requirements.

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## TRAINING

*Non-Certified Scrum Master, Agile Aces*  
*Creating a Responsive HTML Email, Lynda.com*

**Completed September 2017**  
**Completed April 2014**

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## ADDITIONAL WORK EXPERIENCE

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### *Senior Marketing Associate* Learning Ally

**October 2013 – May 2015**  
**Princeton, NJ**

- Managed the project to build Explore1in5.org on the DotNetNuke platform and provided UX designs.
- Developed a micro-site for a virtual conference which resulted in 1K+ registrations, 50% over the goal.
- Designed and developed custom HTML email templates sent to databases of over 100K recipients.
- Streamlined email systems, integrated NetSuite CRM for increased efficiency and tracking, and constructed workflows to improve communication with the client database.
- Analyzed and maintained Google Analytics, identified engagement trends, and implemented corresponding improvements to increase engagement.

### *Marketing and Website Coordinator* Julius Silvert

**April 2013 – September 2013**  
**Philadelphia, PA**

- Provided creative direction for the redesign and re-launch of the company website in collaboration with third party contractors, re-developed the e-commerce store on BigCommerce to improve user experience and conversions, and increased online sales by 20% within one month of launch.

### *Marketing Project Manager* Vantage Learning

**January 2011 – February 2012**  
**Yardley, PA**

- Coordinated the redesign and relaunch of the company website in coordination with Marketing and Development teams, achieved two first page rankings through optimized SEO, and maintained web pages utilizing HTML, CSS, JavaScript, and jQuery.
- Oversaw a rebranding of two partnering companies, which included end-to-end development of all style guides, creative processes, and copy writing.
- Managed all email and marketing automation campaigns across databases of 20-50k+ with 85% conversion rate.
- Built marketing function from the ground up, which resulted in 15% of company revenue directly attributable to marketing within six months.
- Oversaw the development of an enhanced CRM tracking system, scoped business requirements, and briefed in-house Developers.

### *Sales & Marketing Coordinator* Surety Title Corporation

**September 2009 – December 2010**  
**Marlton, NJ**

- Oversaw branding, marketing strategies, and collateral for client listings, managed and created all social media content, developed and maintained content on company websites, executed monthly email blasts and track success, and designed company brochures and other sales collateral.

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## EDUCATION

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### *Bachelor of Arts (B.A.) Public Relations* Rowan University

**Graduated May 2009**  
**Glassboro, NJ**

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## VOLUNTEERISM

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### *Progressive Animal Welfare Society, Care Volunteer* *ACCT Philly, Animal Care Foster Parent*

**May 2018 – Present**  
**October 2015 – Present**

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## TECHNICAL SKILLS

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- **Languages:** HTML, HTML5, CSS, SCSS, LESS, JavaScript, PHP, SQL
- **Programs:** Node, NPM, React, JSX, Express, jQuery, Pug/Jade, Gulp Automation, WordPress, JSON, RegEx, WooCommerce, Shopify, Sketch, Photoshop, Adobe XD, Adobe InDesign, Bootstrap, Git/GitHub
- **Development:** WCAG Web Accessibility Standards, Code Reviews, Mobile First Development
- **Development Methodologies:** Agile, Scrum
- **Web Concepts:** Accessibility, Standards Compliance, Cross-Browser Compatibility, Grid Layout Systems, SEO, eCommerce
- **Marketing:** Targeting, Strategy Development, Stakeholder Communication, Mailchimp