

KEILA HOOVER

CUSTOMER FOCUSED
WEB DEVELOPER & DESIGNER



806-341-2625



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www.keilahoover.com

ABOUT ME

An expert in web development and design with an affinity for e-commerce and digital marketing. Along with my interpersonal skills, I would be a great asset to your team.

TECHNICAL SKILLS

CSS	<div><div></div></div>
HTML5	<div><div></div></div>
Javascript	<div><div></div></div>
PHP	<div><div></div></div>
Invision	<div><div></div></div>
Git	<div><div></div></div>
Agile	<div><div></div></div>
Google Analytics	<div><div></div></div>

KEY SKILLS

- CMS (Shopify, Wordpress, Magento)
- Digital Marketing
- E-commerce
- UI/UX Design
- Communication Skills
- A/B User Testing
- Email Marketing
- Social Media Marketing

EXPERIENCE

Freelance web developer and designer

Keila Dawn Design, Ltd.

2019 - Present

Assisted a multitude of clients from scheduling to e-commerce based websites. Using my skills in SEO, digital marketing, web development and design, I was able to help increase online traffic by 35% in 5 months for an Shopify based client.

UI/UX Engineer

Prima-Temp

2018 - 2019

Rebuilt database with lead developer while also optimizing the user interface via Swift and Xcode. Using Invision to create wireframes helped collaborate with the digital marketing and sales team.

Ecommerce Marketing Coordinator

Sounds True Multimedia Publishing

2014 - 2016

Lead a product page re-design in Magento so a customer is more apt to add products to their cart. I also optimized off and on site search that impacted the company's semi-annual sale -- increased sales by 212%

EDUCATION

Galvanize

Immersive Web Development

2018

The Art Institute of Colorado

Bachelor of Liberal Arts (BA)

2009 - 2012