

Kathy Szczesny

“The thing I admire most about Kathy is her attention to detail, critical eye for layout and design and her willingness to push herself beyond her comfort zone.”

- Ron White, Team Lead at hfa

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Front End Web Developer

Kathy is a Digital Marketer with 15+ years' of diverse design and development experience ready to put to use. She has a massive appetite for learning and is looking to join a team where she can solve problems and make people's lives easier in a community that shares her passion for technology.

AREAS OF EXPERTISE

- A leader with a broad field of specialties that support a wide range of projects such as: digital marketing, email marketing, B2B and B2C websites, CMS managed sites, display advertising, website analytics, SEO, and motion graphics
- Astute knowledge of the entire development process from planning, design and programming to testing and deployment
- Thrives in fast-paced environments with tight deadlines and shifting priorities. Motivated to complete more in a shorter period of time through efficient time management and effective self-management
- Capacity to work well under pressure, quickly learn job functions, and effectively handle a variety of tasks while remaining detail oriented

TECHNICAL SKILLS

- **Web Technologies:** HTML5, CSS3, JavaScript, JQuery, AJAX, JavaScript (learning ES6+)
- **Frameworks:** React (learning), Cordova (novice), PHP
- **Web Debug & QA Tools:** Litmus, Mozilla Firebug (debugger), Chrome developer tools, DoneDone
- **UI/UX Dev:** Bootstrap, Foundation, UIKit, User stories, Wireframing, Prototyping, SCRUM/Agile, Photoshop, Illustrator, inDesign, OmniGraffle
- **Content Management Systems (CMS):** WordPress, Umbraco, Drupal, Sitecore (novice)
- **Coding & Versioning Tools:** Git (Git Workflow), github, Bitbucket, Subversion, VS Code, npm, SASS/Less, Grunt/Gulp/Webpack
- **Customer Relationship Management (CRM):** BoomTown, Salesforce Classic, Salesforce Lightning
- **Email Service Providers (ESP):** Salesforce Marketing Cloud/ExactTarget, Mailchimp, Campaign Monitor, Hubspot, ConstantContact
- **Communication Tools:** Slack, Microsoft Teams, Jira, Google Sheets

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PROFESSIONAL EXPERIENCE

HITCHCOCK FLEMING & ASSOCIATES (hfa), Akron, OH (Remote)

MAR 2016 - MAY 2019

hfa is a full-service marketing communications agency that specializes in delivering creative solutions grounded in strategic insights.

Digital Architect / Front End Developer

As a front end developer and email specialist, working remotely on the creative team, she used HTML/CSS/JavaScript and design tooling to build out the UI front end for multiple web applications. Duties ranged from UI/UX Design, coding mobile responsive HTML email templates, building dynamic and rich media ads, implementing campaign URL tracking and event tracking, building WordPress sites, and quality assurance testing.

Key Achievements

- Built 43 targeted display ads and 5 email marketing templates, for a product launch which generated 50+ million online and offline media impressions, a 28% increase in YOY website traffic visits and generated 27K new leads
- Created measurement plans and implemented web analytics using Google Tag Manager and Google Analytics that resulted in actionable insights and significant increases in ROI
- Contributed greatly to increases in code quality and productivity through her leadership and guidance in areas such as refactoring, training, and agile estimation and planning
- Achieved an average 97% productivity velocity score in a 20-week cycle within an agile work environment while demonstrating high morale and keen attention to detail.

PARAGON CONSULTING, INC., Cleveland, OH (Remote)

DEC 2014 - MAR 2016

Paragon is a business and technology consulting firm that specializes in enterprise information management and digital strategy to help clients achieve better business results.

Front End Developer / Digital Marketer

Working remotely as a developer and digital marketing specialist, she was responsible for a variety of digital marketing-related tasks: email marketing, graphic design and brand identity. Day-to-day she created semantic, modular, and reusable UI components in HTML, CSS, and JavaScript for use in front end website applications on the Sitecore platform.

Key Achievements

- Designed user experience and programmed front end of an eCommerce website for a lightning talk around implementing Sitecore's latest features
- Orchestrated and presented a comprehensive presentation on email best practices to the company's top sales and marketing staff by partnering with a colleague
- Contributed to streamline and modernize the front end workflows within the Sitecore environment by learning and utilizing 24 new software tools and methods
- Saved company hundreds of dollars in terms of outside graphic design and development costs by creating business cards, a responsive website, email templates, sell sheets, postcards, and signage for internal marketing initiatives

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HITCHCOCK FLEMING & ASSOCIATES (hfa), Akron, OH

JUL 2007 - DEC 2014

hfa is a full-service marketing communications agency that specializes in delivering creative solutions grounded in strategic insights.

Front End Developer / Email Developer

At hfa she offered strategic insights to the Future Team, Opportunity Makers Group and led the Digital Video Channel Team. On a daily basis she collaborated with a team of creatives and managers to build exceptional, award winning, digital experiences across various marketing media channels.

Key Achievements

- Improved conversions as well as audience engagement by developing award-winning WordPress websites and integrated campaigns for B2B, B2C and non-profits
- Developed, maintained, and deployed 52 Goodyear Tire and Rubber Company Dealer micro-websites on a monthly basis and coded monthly printable coupons and rebate promotions using front end technologies
- Collaborated on 50+ client web, email, and banner ad projects and designed 400+ digital rich media and standard banner advertisements for global, national, and regional markets
- Earned the Google Analytics Individual Qualification (IQ)

ENTERPRISE INFORMATION SERVICES (EIS), Akron, OH

JUN 1994 - JAN 2007

EIS is a recognized leader in combining leading edge technologies to solve business communications challenges, and specializes in: technical publishing, digital marketing and imaging.

Interactive Media Manager / UI Designer

At EIS she led the design and implementation of UI/UX decisions for several large clients over the course of 12 years. She handled client relations, prototyping, visual design, user testing, and worked alongside backend engineering teams for e-commerce web applications and B2B websites and multimedia.

Key Achievements

- Architected and promoted the strategic vision of e-commerce sites through web design, architecture and content
- Served as the nexus among all web disciplines, partners, developers and content providers
- Produced 70+ websites, 18 interactive media titles, and over 30 marketing presentations for local, regional and national audiences
- Streamlined operations and workflow, resulting in reduced response times as well as greater efficiencies during increased work loads
- Developed 2D and 3D motion graphics for computer based training, logos, video, and kiosks

Education

BFA in Drawing, Cum Laude, 3.5 GPA

The University of Akron, Akron, OH

Minor in Computer Imaging

MAY 1994