# Kimberly Bracken

## Web Developer

## Summary

Solution-driven web designer & developer with 10+ years experience building websites using HTML, CSS and various scripting technologies, web standards and project management. I have provided a diverse range of services including custom WordPress theme development, SEO, and branding to an array of clients from a variety of industries. Enthusiastic web professional motivated by challenging projects and deadlines.

## Experience

**2018-09 - present**

### Senior Web Developer
*SmartMarketing*

**Responsibilities:**

- Develop robust, responsive WordPress themes for over a dozen clients.
- Optimize several WordPress websites, helping to reduce page load speeds and improve PageSpeed scores.
- Utilize Google Analytics to track visitor flow and interaction throughout client websites.

**Achievements:**

- Designed and built a user-friendly website that increased client leads by 20%.
- Fixed bugs and optimize existing websites effectively improving their functionality and speed.

**2015-01 - 2018-09**

### Web Designer
*Reliabilityweb.com*

**Responsibilities:**

- Design & develop websites using HTML, CSS, JavaScript and PHP.
- Create HTML newsletters, forms and landing pages.
- Maintain subscriber database using MySQL and PHP.

**Achievements:**

- Boosted newsletter subscribers by 25% over 1 year period.
- Drove best practice implementation across multiple departments.
- Decreased costs by 15%.

**2013-05 - 2015-01**

### Computer Programmer
*Pinnacle USA*

**Responsibilities:**

- Created business application for project management system that increased productivity by 20%.
- Performed database administration and development.
- Added functionality to existing website that boosted user experience.

## Education

**2014-08**

### Asheville-Buncombe Technical Community College
**Associate Degree in Web Technologies**

- Followed my passion in a core of web development and design classes.
- Excelled in user experience and user interfaces.
- Pursued a certificate in Database Management.

## Personal Info

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## Skills

HTML / CSS
● ● ● ● ●
advanced

Responsive Web Design
● ● ● ● ●
advanced

WordPress
● ● ● ● ●
advanced

MySQL
● ● ● ○ ○
intermediate

UI/UX
● ● ● ● ○
advanced

JavaScript
● ● ● ○ ○
intermediate

Web Graphics
● ● ● ○ ○
intermediate

Troubleshooting
● ● ● ● ●
advanced