

WEB DEVELOPER | FRONTEND & CMS SPECIALIST

Frontend-focused developer with 4+ years of experience building responsive websites and reusable components using HTML, CSS, JavaScript, and CMS platforms like HubSpot and Shopify. Skilled at combining development, analytics, and creative design to deliver high-performing websites aligned with brand goals and user experience.

PROFESSIONAL EXPERIENCE

MTNside Ski & Ride, Princeton, MA | October 2024 - Present

Digital Marketing Manager | Shopify & Web Optimization

- Re-designed MTNside's Shopify website to be more responsive to various device sizes and more visually engaging for users
- Optimized the shop's website to increase the search engine optimization and UI/UX, which has tripled user engagement since last year
- Doubled MTNside's social media presence and customer engagement by creating weekly posts

Visible Body, Framingham, MA | May 2021 - January 2024

Web Developer | Content Creator

- Developed web pages and reusable modules across 3 types of sites, employing HTML, CSS, JavaScript, and HubL to ensure a dynamic online presence while keeping in mind the 6 other supported languages
- Automated the process to gather the key customer analytics from various third-party data sources for each quarter to cut the manual analyzing in half
- Collaborated closely with the marketing team to script, film, and edit short educational videos weekly to enhance the brand's online visibility

Iwaki America, Holliston, MA | January 2020 - September 2020

Software Engineer | IT Internship

- Updated the code and UX/UI of 15+ internal webpages using VB.NET, CSS, and JavaScript

TECHNICAL SKILLS

Frontend: HTML5, CSS3, JavaScript (ES6+)

Backend / Scripting: Python, PHP, SQL

CMS: HubSpot CMS, Shopify, WordPress

Analytics & Marketing: GA4, Google Tag Manager, SEO

Tools: Adobe Creative Cloud, VS Code, Jira, GitHub

Design: Photoshop, Premiere Pro

EDUCATION

Wentworth Institute of Technology (WIT), Boston, MA | **Bachelor of Science:** Computer Science

KEY PROJECTS

Personal Website | giahill.me

- Designed and developed a custom portfolio website using HTML, CSS, and JavaScript
- Implemented SEO, Google Analytics, and Tag Manager to track user behavior
- Continuously iterating site design and functionality to explore modern UI/UX trends

Santa Claus Gerry | *WordPress Business Site*

- Built a custom WordPress website for a small business
- Modified theme files and backend functionality to match brand identity
- Improved page structure and SEO performance