Gia Hill - Web Developer

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CAREER SUMMARY

A self-driven, reliable web developer with a passion for creating dynamic and visually appealing experiences. Efficient and knowledgeable in responsive web design principles, analytics, and digital marketing with over 3 years of professional experience. Aiming to leverage my strong analytical and creative skills by building high-quality web pages to align with the brand identity.

PROFESSIONAL EXPERIENCE

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

Digital Marketing Coordinator

- Oversees the Shopify project to ensure platform optimization, troubleshoot operation to the store's point of sales system, and maintain any online shop updates
- Reviews the website and its pages on various devices to find areas of improvement to help enhance customer experience and increase the search engine optimization
- Enhanced MTNside's social media presence and customer engagement by creating high-quality posts through Photoshop and Premiere Pro and posting more consistently

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

Web Developer

- 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
- Utilized third-party data sources, including HubSpot, ZenDesk, and GA4, as well as Python scripting to gather and analyze key customer analytics across several sites throughout each quarter
- Collaborated closely with the marketing team to script, film, and edit short educational videos tailored for social media platforms, enhancing the brand's online visibility

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

Software Engineer Intern

- Played a role in contributing efforts aimed at updating the code and overall look of Iwaki America's internal website using VB.NET, CSS, and JavaScript
- Demonstrated adaptability and efficiency by successfully completing tasks while working remotely, showcasing the ability to maintain productivity outside the direct environment of the IT team
- Collaborated closely with senior software engineers, actively participating in coding and programming tasks, gaining valuable hands-on experience and contributing to project success

EDUCATION

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

PROJECTS

Santa Claus Gerry | *santaclausgerry.com*

- Developed a WordPress website and partially modified the site through the backend with JavaScript, CSS, and HTML to maintain Santa Gerry's branding
- Customized visuals using Photoshop such as removing unwanted background and creating the winter scenic background

Personal Website

- Established and continuously evolves the development of a custom website since 2016, utilizing HTML, CSS, and JavaScript
- Learned and implemented Google Tag Manager, Google Analytics, modern web design trends, and best SEO practices to the site as a way to develop my web building skills over the past couple of years to help improve site traction

TECHNICAL SKILLS

Programming Languages: HTML, CSS, JavaScript, Python, HubL, PHP, SQL, Linux
Software: Adobe Creative Suite, G-Suite, Microsoft Office, Visual Studio Code, SourceTree, and HubSpot
Certificates/Trainings: Google Tag Manager