

# Heidi Fryzell | Front End Web Developer

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## PROJECTS

**Guess the Word Game:** A game where players guess words by inputting one letter at a time within an allotted number of guesses.

**Tools used:** JavaScript, HTML, CSS, GitHub

**Unplugged Website:** A hand-coded mobile-friendly website based on a Photoshop comp built by the design team at Skillcrush.

**Tools used:** HTML, CSS, GitHub, Google Maps

## WORK EXPERIENCE

**Associate Technology Manager** Burlington, VT  
University of Vermont Continuing & Distance Education 2018-2021

- Supported Salesforce, HubSpot, WordPress, Thought Industries LMS, and other software apps for 50 users, enabling their success.
- Launched LiveChat website decreasing traditional call volume by 30% and increasing total student interactions
- Implemented SMS Text Messaging in Salesforce successfully reaching 15% more students for targeted lead follow up

**Web Producer and Email Coordinator** San Rafael, CA  
Mighty Leaf Tea 2016-2018

- Coordinated feature/usability/interface improvements with designer and developer leading to a YOY 5% growth in sales
- Directed Sailthru ESP launch enabling email workflow automation and personalized recommendations
- Coded web pages and emails permitting on-time publication of new collections and promotions

**Web Manager/Technical Project Manager** Derby, VT  
Garneau 2002-2007, 2009-2014, 2014-2016

- Oversaw Magento CMS implementation providing a current user-friendly ecommerce environment and increasing sales
- Managed B2B & B2C ecommerce launches allowing 24/7 ordering for sales representatives, dealers and consumers

## PROFILE

I code websites, maintain data, implement products, understand the customer, and support users.

## EDUCATION

**Skillcrush, 2021**  
Front End Dev Intensive

**Team Treehouse, 2019**  
Front End Tech Degree

**Marlboro College, 2003**  
MS Strategic Technology Mgmt.

**Lyndon State College, 1994**  
BA Communications

## CERTIFICATES

**Salesforce Certified Administrator, 2021**

## DEVELOPER SKILLS

HTML5/CSS3/Bootstrap  
JavaScript/React  
PHP/SQL  
Responsive Web Design  
Flexbox/CSS Grid  
Git/GitHub

## TECHNICAL SKILLS

Visual Studio Code  
Figma/Adobe XD  
Photoshop/Illustrator  
Google/MS Suite  
Smartsheet  
Wordpress/Magento  
SalesForce  
Hubspot/Sailthru  
Slack/MS Teams