EMILY BRATTON

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RELEVANT EXPERIENCE:

SFW, Greensboro, NC   Sept 2016 – Present
Front-End Developer
- Responsible for all front-end development on new digital projects including design translation, HTML and CSS
- Serve as digital representative as needed in client facing meetings including sales and face-to-face client meetings
- Ongoing support for existing clients including email campaigns, landing pages, website support, analytics tracking and content strategy
- Implemented version control for all digital projects

Sierra Trading Post, Cheyenne, WY   Dec 2015 – Sept 2016
Visual Web Designer
- Design and develop an average of 30 weekly offer and sales emails
- In first three months of employment, redesigned and coded all offer emails to a fluid template; increased sales by 15% and average order value by 6%, in a one-week test the redesigned template translated to an increase of over $100K in sales
- Ongoing design and development for new email templates and features

Wake Forest University, Winston-Salem, NC   July 2015 – Dec 2015
Associate Director, Creative Communications
- Worked with multiple clients across the University to identify problems and opportunities, proposed digital solutions and managed projects
- Strategized ways to incorporate traditional marketing programs to digital formats
- Created and managed Wake Forest's digital standards to ensure consistency of all centrally managed digital properties

Wake Forest University, Winston-Salem, NC   July 2012 – June 2015
Web Developer
- Managed content on top-tier digital properties including wfu.edu, wakewill.wfu.edu, admissions.wfu.edu
- Provided support for over 200 separate WordPress sites
- Worked towards a responsive platform for University digital properties
- Served as digital strategist and front-end developer for all major University projects

EDUCATION:

Elon University, Elon, NC
Master of Arts, Interactive Media   May 2012

Elon University, Elon, NC
Bachelor of Arts, Broadcast Communications   May 2009
    Study Abroad: UIBE, Beijing, China   Fall 2007

SKILLS:

Media: Adobe Creative Suite (CS 6); Final Cut Pro, Microsoft Office
Development: Google Analytics, HTML/CSS, WordPress, Coda, GIT (Beanstalk and Tower), Foundation, Bootstrap