Bayleigh Martin

martin.bayleigh02@gmail.com | (469) 525-6073 | Portfolio: https://bayleighmartin.com

Summary of Skills

- Computer proficiency in both PCs and Macs. Skilled in using WordPress, DotNetNuke, Shopify, Wix, Kajabi, Google Search Console, Google Tag Manager, Google Analytics, Canva, and Adobe Photoshop
- Knowledgeable in HTML, CSS, JS, ES6, Bootstrap, AJAX, GitHub, GIT, Editor, and Visual Studio
- Proven leadership skills; excellent work habits; always received the highest marks in effort and behavior

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Work Experience

Impact Group Marketing | March 2022 - Present
Website Developer | August 2022 - Present
- Built and designed websites for clients based on their notes/feedback using platforms including WordPress, DotNetNuke, and Shopify. Was the project lead on over 10 website builds and have collaborated with a team on over 20
- Worked directly with sales consultants and the digital marketing director to help maintain websites and troubleshoot CMS issues
- Communicated design/development tasks with clients and team members ensuring customer satisfaction on existing and new site development
- Brainstormed new optimization ideas to increase client website performance such as ways to improve website speed and strategies to build pages that convert at a higher rate.
- Conducted HTML/CSS/Javascript coding to maintain and update content on a regular basis and as needed

Website Design Assistant | March 2022 - August 2022
- Assisted website development team in polishing client websites and fixing bugs to create a more user-friendly web page that represents the client's brand
- Created landing pages, forms, and other interactive elements for client websites designed to capture leads and promote products and services
- Promoted to Website Developer after six months

Education

Texas A&M University | 2021-2023
- BS in Political Science

Professional Certificates

SheCodes Bootcamp | 2022 – 2023
- Web Development; HTML 5, CSS 3, JS, ES6, Bootstrap, API, AJAX, VS Code, GitHub, GIT
- Introduction to Coding; HTML 5, CSS 3, ES6, VS Code