



# VANESSA COLLADO

Frontend Developer

Philadelphia, Pennsylvania  
vanessa.collado90@gmail.com  
267-574-2646

## Professional Experience

### Web

developer

1SEO Agency | April 2020 - Present

- Create and modify Shopify templates and theme.
- Design and implement new features and functionality to websites.
- Create website's architecture for different clients.
- Manage all technical aspects of the CMS like Wordpress and Shopify.

### Freelance Web

designer

Self employed | August 2019

- Designed and built websites for private companies.
- Create email design and email marketing campaigns.
- Created different collateral print materials.

### Web Designer

1Digital Agency | March 2019 - July 2019

- Created UI/UX design that included ideation of wireframing, prototyping, and visual design mock-ups for e-Commerce websites.
- Designed digital advertisements for clients.
- Communicated with clients throughout the design phase.
- Established visual designs and style guidelines to ensure consistency across a client's digital experiences.

### Marketing Manager/ Web Designer

R.W. Hartnett Company | May 2018 - March 2019

- Developed and implemented advertising strategies for the company.
- Oversaw the company's social media presence.
- Conceptualized and managed email marketing campaigns.
- Overall maintenance of the company's website, including optimizing for user experience and SEO.
- Managed PPC and re-marketing campaigns.
- Designed and deployed landing pages for their website.
- Designed all promotional materials for digital and print collateral.

## Education

Master's in Interactive media and Design  
Thomas Jefferson University at  
Philadelphia, Pennsylvania | 2014 - 2016

Bachelor's in Graphic Design  
Southern New Hampshire University at  
Manchester, NH | 2010 - 2013

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## Key Skills

- UX Design
  - Web Design
  - HTML
  - JavaScript
  - CSS
  - Wordpress
  - Shopify
  - Adobe Creative suite
  - React
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