SUSAN VAN EPPS – DIGITAL MARKETING WEB DEVELOPER

Cell: 612-695-7412 **Email:** info@svanepps.com	**LinkedIn:** https://www.linkedin.com/in/svanepps **Website:** http://www.svanepps.com/

TECHNICAL SKILLS

Design/Developer Tools and Methods - HTML5, CSS3 / LESS, Javascript, jQuery, Bootstrap, Grunt, WAVE (Web Accessibility Tool), SEO & Web Analytics, Unbounce, Wordpress, Hotjar, SalesForce, Eloqua, iContact, Litmus, Microsoft Dynamics Marketing, TeamSite, XML, XSLT, PHP/Smarty templates, TCL, SQL, JSP, ASP, VBScript, ActionScript, Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, Acrobat, Flash); Microsoft Office, Notepad++, Winmerge, Coda, Axure, Balsamiq, IBM RAD, Weblogic, Eclipse IDE, Vaadin, SQL Developer, Confluence, Rally, JIRA, ExtraView, Selenium, CVS, Git, Subversion, FTP, Scrum/Agile, Waterfall

Operating Systems - Windows, Mac, UNIX

PROFESSIONAL EXPERIENCE

Self-Employed [February 2015 – current]
eBay Seller, United States

- Market and manage two successful eBay seller accounts. Create searchable content utilizing SEO best practices. Format listing descriptions using HTML markup.
- Solely responsible for all bookkeeping, public relations, purchasing and marketing. Perform all packaging and shipping duties. Provide customer service by responding to client inquiries and maintaining excellent feedback rating.
- **Tools:** Microsoft Office, Notepad++, Adobe Photoshop, WYSIWYG HTML Editor

Email Marketing Consultant [June 2016 – July 2016]
(Contractor through The Creative Group - *Client Name Hidden*), Edina, MN

- Created new and modified existing responsive HTML email templates compatible with Microsoft Dynamics Marketing online tool.
- Thoroughly tested email templates across various browsers, email clients, mobile and desktop devices, and operating systems using a testing suite including Litmus and actual devices.
- Documented best practices and new template creation steps specific to MDM online tool. Provided knowledge transfer and training sessions with Marketing team members.
- **Tools:** Microsoft Dynamics Marketing, HTML, CSS, Litmus, Office 365, Adobe Dreamweaver, Notepad++, Winmerge

Digital Marketing Specialist [July 2015 – June 2016]
Entrust Datacard, Shakopee, MN

- Created lead gen landing pages, assisted with email marketing campaign setup and provided bi-monthly analytics reports.
- Utilized A/B testing and heatmap analysis to improve conversion rate of landing page and website visitors.
- Set up connections between Eloqua and SalesForce, and provided technical support for Inbound Sales reps managing leads queue.
- Led QA testing initiative for website refresh of corporate site – including browser and mobile device testing, creating use case and test scenarios, and performing end-to-end testing.
- **Tools:** Wordpress, Unbounce, Hotjar, Google Analytics, SEO, Salesforce, Eloqua, iContact, TeamSite, Adobe Creative Suite, Microsoft Office

Front-end Developer [December 2012 – January 2015]
Front-end Developer [October 2011 – December 2012] (Contractor through Horizontal Integration)
HealthPartners, Bloomington, MN
- Designed new and updated existing webpages for HealthPartners Public, Member, Employer and Well-being websites and internal applications.
- Assisted with QA testing and ensured cross-browser compatibility across multiple browsers.
- **Tools /Methods:** HTML5, CSS3 / LESS, Javascript, jQuery, Bootstrap, Grunt, Weblogic, Eclipse IDE, WAVE, JSP, Vaadin, Coda, Adobe Creative Suite, Microsoft Office, Confluence, JIRA, ExtraView, Subversion, Scrum/Agile, Waterfall

Interactive Designer [April 2011 - August 2011]
(Contractor through Adecco/Hire Investment), FindLaw, a Thomson Reuters business, Eagan, MN
- Created storyboards and interactive banner ads displayed on the FindLaw.com website.
- Updated existing Flash interactive elements, including graphics and animation timelines.
- Modified existing PSD files with Adobe Photoshop to create new page layouts for attorney blog sites.
- **Tools:** Adobe Flash, Illustrator, Photoshop; ActionScript, HTML, CSS

User Experience Developer [October 2010 - December 2010]
Lead HTML Developer [March 2010 - October 2010]
(Contractor through Sapphire Technologies), Best Buy Mobile, Richfield, MN
- Managed a 4-person UI team consisting of UI/HTML developers and a copywriter.
- Developed UX design deliverables: wireframes, mockups and high-fidelity prototypes for multiple websites.
- Designed and developed new UI functionality and user flows for Best Buy Mobile White Label websites.
- Assisted with QA testing and ensured cross-browser compatibility across multiple browsers.
- **Tools/Methods:** Adobe Photoshop, Illustrator, Dreamweaver; Microsoft Office, Axure, Balsamiq, HTML, CSS, PHP/Smarty templates, Git, Waterfall, Scrum/Agile

User Interface Developer [April 2008 - December 2009]
(Contractor through Tail Wind Technologies), Express Scripts Inc., Bloomington, MN
- Created new and updated existing screens for Compass Call Center application with static PowerPoint mockups and XSL code templates for UI prototypes.
- Observed and recorded comments of end-users using Compass Call Center application, and attended focus groups and usability testing led by Usability Analyst.
- Assisted with QA testing during development, QA, and post-production releases of newly designed areas in the Compass application.
- **Tools/Methods:** Adobe Photoshop, Microsoft Office, XML, XSLT, XHTML, CSS, Javascript, jQuery, IBM RAD, Eclipse IDE, Waterfall, Scrum/Agile

Systems Developer [April 2004 - April 2008]
Web Design Specialist [January 2001 - April 2004]
PPD (formerly Clinsights/Eminent Research Systems, Inc.), New Hope, MN
- Designed and developed UI to promote traffic of client-sponsored centers on TCTMD website. Registered users increased from 9,000 users in July 2001 to over 60,000 users by November 2007.
- Prepared PowerPoint slide sets for online publishing by converting to PDF format and using Articulate Presenter to create interactive Flash presentations with sound.
- Assisted TCTMD Marketing Director with design of weekly e-newsletter and client-sponsored e-blasts.

Developed promotional material for website sponsors including online banner ads, print pieces and CDs.

- Regularly performed TCTMD user database cleanup for duplicate and expired users.
- Implemented enhanced user interface for PPD Globalview web-based EDC system.
- Redesigned Clinsights and Eminent Research Systems corporate websites.
- Developed Clinsights eRegistry training material including PDF documentation and training CDs.
- **Tools/Methods:** Adobe Photoshop, Illustrator, Flash, Dreamweaver; HTML, CSS, Javascript, Microsoft Office, TCL, SQL Developer, Articulate Presenter

EDUCATION / TRAINING

January 2014 – WebAIM Web Accessibility Training, Utah State University, Logan, UT

June 1999 – B.S. Computer Science and Engineering, The Ohio State University, Columbus, OH