

Julianna Canepa

Web Developer

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OVERVIEW

Diligent and resourceful web developer & designer with a positive attitude and a passion to learn. Strengths include HTML, PHP and MySQL used to create dynamic, database-driven websites and search engine optimization. Ability to work autonomously or in a group, learn new skills, deliver under deadlines and give presentations.

EDUCATION

The Art Institute of California at San Diego | 2011 - 2014

Bachelor of Science, Web Design and Interactive Media

Dean and President's Honors

EMSTA College, CA | 2009

Emergency Medical Technician (EMT-B)

Externship at Sharp Memorial Hospital Emergency Room & Care Ambulance in San Diego, California

EXPERIENCE

Search Engine Optimization Consultant, Grass Flip Flops | Feb 2013 - July 2014

Optimization of an existing e-commerce site for select keywords. Research and analytics using Google Analytics, Google Webmaster Tools & Bing Developer Tools. A social Media campaign was also established in cooperation with SEO objectives. Site is currently ranking on first page of Google, Bing & Yahoo search results.

The Art Institute, School Sponsored Housing Resident Advisor | Oct 2013 - September 2014

Supervised the student residence program off campus within two apartment properties; coordinated programs and events for students; conflict resolution and student advocacy. Designed layouts, typography and graphics for event flyers, department branding, academic calendars, graduation tickets and infographics.

SKILLS

Web Development

LAMP stack web development, HTML5 / XHTML, CSS3, JavaScript & jQuery, AJAX, XML, PHP, MySQL database, Relational database design, Search engine optimization, Responsive design, Wordpress and Joomla CMS

Design

Digital illustration, Logo design & branding, User interface, Typography

Other

Photography, Video, Digital Audio Design, Motion Graphics, public speaking & copywriting

Programs and Tools

Adobe Creative Suite: Photoshop, Illustrator, DreamWeaver, After Effects, Flash. Final Cut pro, Pro Tools, Git Version Control System, Bootstrap and Foundation responsive frameworks, Google Webmaster Tools, Google Analytics, Google Maps API, Sublime Text 2.