

# EMILY RAE ANDRES

FRONT-END WEB DEVELOPER & MARKETING AGENT

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## ABOUT ME

As a dedicated Front-End Developer & Designer, I am committed to elevating your brand's digital presence with the perfect blend of strategic thinking and problem-solving abilities. My adaptability and organizational skills are poised to contribute to any web design and front-end development projects. Does your website effectively represent its brand with a cutting-edge, modern voice? With a passion for teamwork and communication, essential for thriving in dynamic teams, I deliver solutions that resonate with users.

- Local & Corporate Experience gained over 12 years
- Agile Development Team Management
- Online store, site, tutorials and integrated app
- Specialized in Modern Brand Identity & Audience-Targeted Design

## EXPERIENCE

**MAR 2022 - PRESENT | BRANDING & MARKETING AGENT**

**BLUE SURF RESTAURANTS - BLUE SURF CAFE & ARBORETUM WEST**

- Email marketing with CRM and social media campaigns for two restaurants
- Developed Events & Wine Dinner pages + improved overall brand SEO
- Campaigns generating over 30,000 new visitors in the first 3 months
- UI/UX design to minimize clicks for event menu viewing and reservations
- Maximize web presence with Google Tag Manager, Cloud Console, SEMrush and other online SEO & SEM tools

**AUG 2020 - AUG 2022 | DESIGN & MARKETING LEAD**

**NEW POTATO TECHNOLOGIES INC.**

- Designed for 8+ brands: Myotone, Woojer, BlueRipple, MZA, NPT & Vicks
- Led development team in UI/UX, mobile-friendly sites, pages, stores & apps
- Social Media Marketing & Email Marketing Campaigns with HubSpot CRM
- Successful Myotone Release on Good Morning America (SOLD OUT)

**AUG 2015 - AUG 2020 | GRAPHICS & WEB DESIGNER**

**A SIGN FROM ABOVE**

- Design using Adobe CC and FlexiSign Pro with meticulous attention to detail
- Specialized in vehicle wraps, channel letters, signs, banners, wall wraps, etc.
- Built websites for local businesses in Wilmington, NC

**AUG 2013 - AUG 2018 | BRANDING AGENT & MARKETING MANAGER**

**BLUE MOON GIFT SHOPS & ECLIPSE ARTISAN BOUTIQUE**

- Developed brand guides for Blue Moon, Eclipse & several other brands:
  - Included logos, brand voice, color palette, typography, signage & more
- Focused on UI/UX-centered & responsive design
  - New site build for Blue Moon with over 120 catalogue shops
  - New site build for Eclipse with 150+ artists featured and linked
    - Online shop created with over 200 different products
  - Maintenance of both WordPress sites over 5 years
- Strategic Social & Email Marketing Campaigns for various products & events
- Dual Role in Videography & Photography

## SKILLS

- **UX/UI-Friendly Web Designs** maximizing User Experience & Accessibility
- Flexible & Reusable **Agile Front-End Solutions**
- **Project Management**
- **A/B Testing** to enhance design, functions & security
- Web Development & Maintenance: Proficient in **WordPress, Squarespace & GoDaddy**
- **Woocommerce & Shopify Store Creation & Integration**
- Proficient in **Adobe Creative Cloud** - Illustrator, XD, Photoshop, Premiere Pro, Dreamweaver, InDesign
- **Google, Social & Email Marketing + CRM** - FB, IG, LinkedIn, TikTok, X, MailChimp, Constant Contact, Toast, Resy, HubSpot, Salesforce
- **Content Creation & Branding Specialist**
- **Product & Packaging Design + Copywriting** to Establish New Brand Voice

## EDUCATION

Bachelor of Arts  
University of North Carolina –  
Wilmington  
2009 - 2013

- Minor in Computer Science
- Focus in Digital Arts (Graphics & Animation), Business & Front-End Web Development

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