



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*
- *Specializing in Online Stores, Websites, Tutorials and Platform Integrations*
- *Specialized in Modern Brand Identity & Audience-Targeted Design*

EXPERIENCE

BRANDING & MARKETING AGENT | MAR 2022 - PRESENT

BLUE SURF CAFE & ARBORETUM WEST

- Email marketing with CRM and social media campaigns for two Blue Surf Restaurant locations (one casual cafe and one more upscale coastal cottage vibes with large outdoor patio), event promotions and more.
- Developed Events & Wine Dinner pages + improved overall brand SEO
- Campaigns generated 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

DESIGN & MARKETING LEAD | AUG 2020 - MAR 2022

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)

GRAPHICS & WEB DESIGNER | MAY 2015 - AUG 2020

A SIGN FROM ABOVE

- Design using Adobe CC and FlexiSign Pro with meticulous attention to detail, ensuring customer satisfaction with each project.
- Specialized in vehicle wraps, channel letters, LED cabinet signs, banners, wall wraps, menus, business cards, branding, etc.
- Built websites for local businesses with performance and search engine optimization (or SEO).

BRANDING & MARKETING AGENT | AUG 2013 - MAY 2018

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 handcrafted or trending products, new artist highlights & event promotions
- Dual Role in Videography & Photography

SKILLS

- UX/UI-Friendly Web Development maximizing User Experience & Accessibility
- Flexible & Reusable Agile Front-End Solutions
- Project Management
- A/B Testing
- Web Development & Maintenance: Proficient in WordPress, Squarespace & GoDaddy
- Woocommerce & Shopify Online Store Development & Integration
- Proficient in Adobe Creative Cloud Apps - 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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