



Emily Rae Andres

WEB DEVELOPER | MARKETING & BRANDING SPECIALIST

☎ (910) 616-7149 | ✉ 910designco@gmail.com | 🌐 910design.co

ABOUT ME

As a dedicated Front-End Developer, Designer and Marketing Specialist, I am committed to elevating your brand's digital presence with strategic thinking and problem-solving abilities. I thrive in dynamic team environments, delivering solutions that resonate with users.

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, eliminating the guesswork.

- *Over 12 years of local and corporate experience in front-end development (mostly WordPress and cloud-hosted sites) and digital marketing.*
- *Experienced in agile development cycles and team management.*
- *Specializing in online stores, websites, tutorials, and platform integrations.*
- *Expertise in modern brand identity and audience-targeted design.*

EXPERIENCE

MARTECH WEB MANAGER | MAR 2023 - PRESENT

BLUE SURF RESTAURANTS

- Optimize SEO and reach with Google Tag Manager, Cloud Console and SEMrush.
 - Enhanced UI/UX design of site to optimize and encourage event menu viewing and reservations.
 - Developed and optimized Events & Wine Dinner pages, steadily increasing site visitors from 6,000 to over 32,000 in May 2024.
- Regularly create and optimize digital marketing campaigns
 - Generated 100,000+ new website events within the first three months.
 - Lead email marketing and automated CRM campaigns via Toast, boosting engagement for two restaurant locations. Email campaigns led to 34% increase in sales from January to May 2024.

DESIGN & MARKETING LEAD | MAR 2021 - MAR 2023

NEW POTATO TECHNOLOGIES INC.

- Designed, SEO optimized and developed landing pages and websites for 8+ brands: **Myotone**, **Woojer**, BlueRipple, MZA, **Vicks** and more.
- Led UI/UX development for mobile-friendly sites, pages, stores, and assisted in app development page flow and UX.
- Managed social media and email marketing campaigns using HubSpot CRM.
 - Oversaw the successful Myotone product release on Good Morning America, selling out of all pre-ordered models.

GRAPHICS & WEB DESIGNER | AUG 2018 - MAR 2021

A SIGN FROM ABOVE

- Utilized Adobe CC and FlexiSign Pro to design for high-fidelity products.
 - Specialized in vehicle wraps, signage, banners, wall wraps, business cards, and branding.
- Developed SEO-optimized starter websites for local businesses as well.
- Branding designs and advice given to small business owners daily.

MARKETING & STORE MANAGER | AUG 2013 - AUG 2018

N&P VENTURES

- Created comprehensive brand guides including logos, color palettes, typography, and signage.
- Developed and maintained new WordPress sites for two sister stores, Blue Moon and Eclipse, featuring extensive product catalogs and artist profiles.
 - Developed new responsive and clear, modern UI/UX-centered design.
- Led strategic social media and email marketing campaigns, enhancing brand visibility and engagement plus highlighting all shop vendors (including photography and videography). Campaigns were sent through MailChimp, Instagram, Facebook and Twitter.

SKILLS

- **UX/UI-Friendly Web Development:** Maximizing user experience and accessibility
- **Agile Front-End Solutions:** Flexible and reusable design and development
- **Project Management**
- **A/B Testing**
- **Web Development & Maintenance:** Proficient in WordPress, Squarespace and GoDaddy
- **E-commerce Development:** WooCommerce and Shopify integration
- **Adobe Creative Cloud:** Illustrator, XD, Photoshop, Premiere Pro, Dreamweaver and InDesign
- **Digital Marketing & CRM:** Google Analytics, Facebook, Instagram, LinkedIn, TikTok, X, MailChimp, Constant Contact, YouTube, Amazon Prime Video, Toast, Resy, HubSpot and Salesforce
- **Content Creation & Branding**
- **Product & Packaging Design:** Establishing new brand voice through design and copywriting

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

LEARN MORE AT [910DESIGN.CO](https://910design.co)