



Helen Griffin, Jr.

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Profile

Relish opportunities to accelerate a business growth and customer loyalty through strategic community building and marketing initiatives.

Experience

LEAD DEVELOPER, SOCIAL GOOD MADE EASY (CLE) – 2014-PRESENTLY

Lead development for multiple prototypes and marketing microsites to test market validation.

FRONT END WEB DEVELOPER, WORLDNOW (CLE) – 2014-2015

Supported client services to onboard & serve 450+ broadcasters (.e.g *Raycom Media online brands and Fox Television*) around the country. Worldnow is the market leader in content management systems for local broadcasters.

FRONT-END DEVELOPER, FREELANCE (CLE) - 2012-2014

Provided front-end development services to digital studios. Contributed to brand properties such as Aveda & Darphin including their parent company Estee Lauder.

WEB PRODUCER, AMERICAN GREETINGS (CLE) – 2008-2012

Lead developer for the brand Jacquie Lawson and provided front-end development for American Greetings brand properties such as Egreetings, MSN Greetings, Yahoo Greetings, Blue Mountain. Successfully implemented several marketing campaigns such as Earth Hour on Egreetings.com.

UI DEVELOPER, AMERICAN GREETINGS (CLE) – 2006-2008

Upgrade legacy code with standardized modern web technologies and provided graphical updates to Proctor Gamble "Being Girl", Hot Topic "Pretty Freakin Scary", "Twister Wiskers", MSN "IM Muggins" and Scion landing pages. Designed and developed Kiwee online press kit and micro websites.

Education

Kendall College of Art & Design, Grand Rapids, MI - BFA

Skills

UX, Responsive Design, Email Marketing, HTML 5, CSS 3, JavaScript, jQuery, PHP, MySQL, Cordova, Git, Foundation & Adobe Suite