

Brett Burgess

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TECHNICAL SKILLS:

| Design | Web | Email | CMS |
|---|---|--|--|
| Photoshop Illustrator In-Design XD Figma InVision Miro Data Studio | HTML(5) / CSS(3) JavaScript / jQuery (<i>Certified</i>) WCAG 2.0 / ADA a11y Google Analytics / GTM Bootstrap 4/5 Git SQL Firebase Formstack | Sales Force Marketing Cloud (<i>Certified</i>) Eloqua 9/10 (Oracle) Pardot Marketo Iterable Litmus / Email on Acid AMPscript | WordPress Drupal(7/8/9) Adobe AEM / CQ5 Sitefinity Unbounce Hubspot Concrete 5 |

PORTFOLIO EXAMPLES:

Online Portfolio:

<http://www.brettburgess.me>

Github:

<https://github.com/leliphent>

CodePen:

<https://codepen.io/LELiPHENT/>

EXPERIENCE:

Direction of UX & Development:

- Owned and oversaw multiple CMSs (Drupal, WordPress, AEM, Sitefinity), Analytics Stack (Google Analytics, Google Tag Manager), and worked closely with marketing operations to solidify website reporting as it relates to growth, SEO visibility, CRO enhancements, productive user journeys, testing and experimentation, lead acquisition, pipeline.
- Developed a robust website content strategy that incorporates the use of our product and services, product-led growth initiatives, and is rooted in thoughtful content mapping, optimization, and prospect/customer journeys.
- Served as an expert on site performance. Partnered closely with leadership across product, design, sales, and marketing to drive and influence product strategy, product roadmap development, competitive insight, the customer experience, and advise on opportunities to create digital content and web experiences.
- Ensured the execution of content strategy by working with campaign management teams, marketing teams to provide quantitative and qualitative feedback on performance.

Web & Email Development:

- HTML(5), CSS(3), JavaScript, and jQuery: raw source coding responsive design.
- Exposure to React, Angular, and Vue.js JavaScript Frameworks.
- Designed and developed responsive web sites, landing pages, B2C/B2B email campaigns.
- Developed strategies to improve UX, SEO, CRO, Accessibility and brand consistency.
- Oversaw maintenance of WCAG 2.0 / 508 ADA accessibility standards across solutions.
- Designed, and implemented multivariate and A/B split testing for both web and email.
- Created high fidelity wireframes and functional prototypes to communicate interactions and experiences.
- Certified in Salesforce Marketing Cloud.

EDUCATION:

B.A. – Sociology

A.S. – Social Science