

# Danielle Hodges

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Web Design & Development • SEO • Digital Marketing

## EDUCATION

**University of Georgia**, Athens, GA

*Bachelor of Science, College of Family and Consumer Sciences + New Media Certificate, Grady College of Journalism and Mass Communication*

**Major:** Social Entrepreneurship for Consumer Well-Being, College of Family and Consumer Sciences

**Minor:** Design and Media, Lamar Dodd School of Art

**Cumulative GPA:** 3.54/4.0

**Digital Media Courses:** Brand Marketing, Advance Web Development, Native App Development, Strategic Storytelling

## CERTIFICATES

SEO Foundations | LinkedIn Learning and National Association of State Boards of Accountancy (NASBA) | 2023

Fundamentals of Digital Marketing | Google Digital Garage | 2023

## EXPERIENCE

*Web Design and Development, Kate Arnold Wines*, Athens, GA

May 2023 – Present

- Design and modify pages of their website, that is powered by Squarespace, to be more interactive
- Collaborated with plugins such as Vinoshopper and SalesTier, and customized the CSS to align with branding
- Developed a user-friendly and visually appealing navbar and age-gate
- Improve the quality of web pages using tools like PageSpeed Insights and Lighthouse
- Utilizing web analytics to track the behavior of 500+ visitors and identify opportunities for optimization
- Initiated keyword research, on-page optimization, link-building, and improving the sitemap

*Design and Research Intern, KnowAthens*, Athens, GA

March 2023 – June 2023

- Conducted extensive research on local artists and their works
- Developed and managed a comprehensive database to catalog local artists, ensuring accurate and up-to-date information
- Audited brand and style guide; modified elements for brand consistency and cohesive brand recognition
- Design and modify high-resolution, visual templates to use as a baseline guide for social media images and materials
- Provided insight on the design of the company's website and web application
- Collaborate closely with KnowAthens design team to review and align all corporate initiatives with corporate brand identity

*Web Designer, For the Love of Ryan*, Atlanta, GA

January 2022 – Present

- Design, build, and maintain a 6-page website for this Atlanta-based, nonprofit organization
- Revise graphics and edit content with active campaigns and events
- Collaborate with client on all website change requests and coordinate review, edits, and approvals

## PROJECT EXPERIENCE

*New Media Capstone Course, FAWN: Nonprofit Donation App*, Athens, GA

*Contributions team of Six*

January 2023 – May 2023

- Research nonprofits, technology platforms used by nonprofits, and research target market
- Create Journey Maps, Wireframes, and Personas profiles of target audience
- Edited template for project website; program the website using HTML & CSS
- Created, designed and edited marketing promotional materials; flyers, newspaper article, and tweets

## TECHNICAL SKILLS

- **Software:** Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Canva, Figma, Google Analytics, Microsoft Office, XCode
- **Programming Languages:** CSS, HTML, JavaScript, SwiftUI, XML
- **Platforms:** GoDaddy, Squarespace, Wix, WordPress