

# HEATHER SKOMP

---

## DIGITAL MEDIA IMPLEMENTATIONS SPECIALIST/DEVELOPER

---

### PROFESSIONAL PROFILE

- 20-year IT/website professional with financial services and small business sector experience and proven track record of implementing appropriate, practical technology/mix of technologies that meet business needs while minimizing costs and risks.
- Motivated achiever with demonstrable ability to create and implement effective web solutions.
- Strong interpersonal, written, and verbal communicator who can promote effective discussions, consult on technology projects, and maintain collaborative relationships.
- Exceptional problem-solver with keen ability to resolve technology issues, provide for system enhancements, analyze/define business processes for improvement, define, design, develop, and implement successful automated solutions, as well as find solutions where others have str u g g l e d.
- Passion for using CSS to make boring websites and emails look beautiful, to give clients what they want.

### AREAS OF EXPERTISE/TECHNOLOGICAL SKILLS

- Website front-end development and implementation
- HTML, CSS and JavaScript
- Operating in an Agile environ
- Problem resolution
- System process improvement
- Requirements analysis
- Design specifications
- User documentation and training
- Application analysis and design
- New tool/technology evaluation
- Operating system interrelationship
- Business systems documentation
- Workflow analysis
- Alternative solution, cost, and benefit identification/evaluation
- Other development tools for Web-based, client/server, and desktop applications
- Systems integration to leverage technology and reduce data redundancy; data mapping and conversions
- Mac, Windows, iOS, Android
- Relational database management systems
- Adobe Creative Cloud Suite, WordPress, Elementor, PHP, Visual Studio, TFS, MS Office, SQL, ServiceNow, VPN, Araxis, WinMerge, Sharepoint, Clarity PPM, Enterplicity/Hippo, Harvest, Google Docs/Dev/Analytics
- Quick skill acquisition, excellent time management skills, critical thinker, confident decision maker

### PROFESSIONAL EXPERIENCE

**Online Business Owner – remote** (part-time), *Skompini, LLC*, Northglenn, CO – December 2014 to present

- Design, develop, build and manage all aspects of an online business.
- Build, market and sell responsive WordPress site templates using Elementor, HTML, CSS and some JavaScript.
- Create and execute online courses using Camtasia and Thinkific.
- Write blog posts, quizzes, and coaching newsletters. Educate readers and clients on a variety of subjects, primarily how to start a website with WordPress and Elementor, and an online business.
- Create and manage multiple email sales and marketing funnels using MailChimp.
- Manage and analyze site statistics using Google Analytics.
- Create ads using Illustrator, Photoshop and Canva, for use on Facebook, Pinterest, and Instagram.
- Create and manage all social media advertising and social engagement.
- Portfolio can be seen at <https://heatherskomp.com>

**Web Implementation Engineer – remote, CO, Fiserv, Dublin, OH, Jan 2011 to Mar 2012/Jan 2017 to Dec 2019**

- Serve as implementation engineer and front-end developer for online money-movement applications. Execute the implementation and branding development for eight products, including retail bill pay, small business bill pay, Zelle®, Popmoney®, TransferNow and respective mobile technologies for 4000+ websites.
- Work with clients directly to detail brand Fiserv online billpay product, Zelle and Transfer Now products, to accurately match client websites with eye to seamless integration and end-user experience. Extensive use of CSS.
- Using JavaScript, develop custom name pairs to allow client custom pass-through branding and other specialized results.
- Lead and participate in quarterly maintenance upgrades for all websites, supporting feature pack code releases for all products on all sites. Responsible for managing the execution of updates on all eight products, coordinating QA testing for all products for all parent sponsors, and the implementation of all sponsor sites to upgraded location on remote servers.
- Write and execute high volume of change requests to facilitate code movement from testing to production environment using ServiceNow.
- Research and resolve all problems related to the operation of client websites. Work with clients, developers and project managers from all over the world in all time zones, using Clarity PPM, Enterplicity/Hippo.

**Digital Media Manager/Website Developer/WordPress Implementation Specialist - remote, Formation Studio, Columbus, OH, Sept 2012 to Aug 2019**

- Managed and executed all aspects of digital development. Built responsive WordPress websites from page designs/wireframes and functional requirements documentation; translate static PSDs into interactive user experiences, adding animation and interactivity as needed; source code integrations; managed basic SEO; code HTML email campaigns; built any other digital media client requests. Used Harvest for project management.
- Conducted requirements meetings with clients and partner; managed all aspects of estimate creation, project flow, and budget. Advised on best practices, project improvement and processes.
- Managed website and email quality assurance, testing on most browsers, email clients and devices, troubleshooting and maintenance tasks, as well as direct customer support. Extensive focus on providing mobile-optimized digital products with CSS.
- Converted existing websites from straight HTML or other CMS systems to WP; built occasional websites from scratch using HTML, CSS, and JavaScript; created motion graphics for HTML ads and promotional videos using After Effects; create HTML email campaigns; occasional video captioning.
- Sliced and optimized images for HTML emails using Photoshop. Tested and troubleshoot code, revised when necessary to ensure campaigns rendered properly across multiple email clients, browsers, and mobile devices.
- Direct experience setting up campaigns on 3rd-party email service provider platforms such as MailChimp, Active Campaign, Constant Contact and Aweber
- Working knowledge of email marketing best practices for creating user-focused content

**Business Systems Analyst - remote, Stancorp, Columbus, OH, Dec 2001 to Nov 2008**

- Project participation, systems conversions. Participated in all phases of the System Development Life Cycle, particularly requirements gathering and systems analysis, testing and maintenance.
- As SME, acted as consultant/advisor for any new integration or conversion plans, clients or ideas that would affect or be affected by the incumbent system.
- Regularly participated in testing functionality of all components of all systems, newly developed or upgraded. Functional, usability and user acceptance testing. Used Mercury Quality Center for testing management.
- Responsible for being and/or becoming the SME on any current or new applications.
- Created/wrote training materials and coordinated and trained users on new processes, via in-person training classes and virtual training classes.
- SQL query writing, specialty report creation and data analysis.

## **EDUCATION and TRAINING**

- **Bachelor of Art in General Business, focus on Marketing**, Bowling Green State University, Bowling Green, OH
- **Certificate of Web Development**, Regis University, Broomfield, CO
- **Certificate of Professional Coaching**, International Coaching Academy
- **Additional coursework** in Jquery, TypeScript, Graphic Design, Online Marketing, Social Media Marketing