

# Holly M. Phillips

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## Skills

<b>JavaScript:</b>	NodeJS, ReactJS, jQuery, NextJS, ExpressJS, React Native, Typescript, VueJS
<b>Front-end:</b>	HTML, CSS, Sass, REST API, AJAX, Tailwind CSS, WCAG, Gulp
<b>CMS:</b>	Salesforce, WordPress, Shopify Liquid, Shopify 2.0, Shopify App Development, Shopify Checkout UI Extensions, Recharge, Contentful, Magento
<b>Database:</b>	MySQL, NoSQL, MongoDB, Oracle SQL, PostgreSQL
<b>CRO:</b>	GA4, Convert, Dynamic Yield, Optimizely, VWO, AB Tasty, Monetate, Adobe Target
<b>VCS:</b>	Git, GitHub, Bitbucket
<b>Other:</b>	Amazon Web Services (AWS), GraphQL, Nginx, Python, C#, C++, Java, PHP, Apache, Jenkins, Docker, Jest, Cypress, G Suite, Microsoft Office, Windows 10, Linux, Mac, Asana, Trello, ClickUp, JIRA, Monday, Basecamp, Airtable, NPM

## Work Experience

### **Development Lead, Technology**, February 2025 – present

Fusion 92, Tacoma, Washington

- Improves team effectiveness and morale by recording and analyzing data regarding workflow processes, then creating and executing improvement plans
- Increases team output by reviewing tasks, determining level of effort, and delegating to appropriate team members
- Eliminates time wasted by developing tools to automate work processes
- Ensures accurate data by running audits on all areas of the CRO testing process for all clients

### **Front End Developer**, September 2023 – February 2025

Fusion 92, Tacoma, Washington

- Made sites more user-friendly for both clients and their customers by making updates in WordPress (PHP, SASS, JavaScript) and other platforms (Vue, Nuxt)
- Developed functional and accessible email campaigns for various clients
- Assisted with the migration process from an external platform to an in-house one for hundreds of sites

### **Freelance Developer**, June 2023 – September 2023

Fusion 92, Tacoma, Washington

- Empowered clients to update their WordPress content by making field updates that give clients more flexibility and control
- Improved site usability for customers by making styling and content changes with SASS and PHP

### **Freelance Developer**, May 2023 – October 2023

Basis LLC, Tacoma, Washington

- Developed the new Shopify 2.0 site for AutoBrush ([tryautobrush.com](https://tryautobrush.com)) using Dawn theme
- Customized client's Shopify checkout by building checkout extensibility apps
- Supported A/B testing and related analytics development

**Front-End Engineer, March 2022 – November 2022**

surefoot, Seattle, Washington

- Developed tests for 14+ outdoorsy & lifestyle clients, collaborating heavily with the dev team using Git
- Assisted with processes improvements and documentation of work tools
- Reduced team stress and confusion by creating and maintaining a detailed wiki for all things related to the company

**Lead Developer, September 2021 – March 2022**

Conversion Fanatics, Austin, Texas

- Installed A/B testing code and revenue tracking scripts for all incoming clients
- Increased productivity of the dev team by training and advising a team of 7 developers
- Personalized the testing plan for 40+ clients by leading strategy sessions with the UI/UX design team

**Front-End JavaScript & jQuery A/B Test Developer, October 2019 – September 2021**

Conversion Fanatics, Austin, Texas

- Improved website usability by building tests with JavaScript, jQuery, and CSS
- Analyzed test data to determine how to best improve client revenue
- Communicated all aspects of the CRO process to 17+ clients

**President & Founder, Board of Directors, September 2015 – August 2020**

Guild of Geeks, Austin, Texas

- Started non-profit 501c3 and lead staff of over 20 people until its dissolution in 2020
- Managed all technology for the online community (website front-end & back-end)
- Increased engagement in Discord servers by building chat bots to manage role distribution, host an interactive text-based adventure game, and post awesome memes
- Engaged community of over 170 members by building and maintaining organization's website

**Developer Support, February 2018 – November 2018**

Gaming Corps, Austin, Texas

- Voyage of the Dead (released 2019): relieved pressure on devs by implementing game logic and fixing bugs using Unreal Engine 4 / C++; kept developer priorities in order by leading QA team's bug tracking and reporting for over 500 bugs
- American Ninja Warrior Challenge (released 2019): ensured game quality by automating build scripts in Unity, C#, and Jenkins, and by testing all aspects of the product and discovering new bugs

## Education & Certifications

**Bachelor of Science** in Mathematics, **University of North Texas**, 2015

**Associate of Applied Science** in Air Traffic Control, **Texas State Technical College**, 2017

**W3schools Certified JavaScript Developer**, 2019 ([online link](#))

**AB Tasty User (Essentials)**, 2022