# Holly M. Phillips

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## Skills

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

## Work Experience

**Freelance Developer,** June 2023 – present
Fusion 92, Tacoma, Washington
- Empowers clients to update their WordPress content by making field updates that give clients more flexibility and control
- Improves site usability for customers by making styling and content changes with SASS and PHP

**Freelance Developer,** May 2023 – present
Basis LLC, Tacoma, Washington
- Developed an unreleased project (expected release: July 2023)
- 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
- – 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
- – Exemplified core principles of the Discord Partner Program by managing a unique, kind, and active non-profit organization
- – Engaged community of over 170 members by building and maintaining organization's website

**Curbside Shopper,** January 2019 – August 2019
H-E-B, Austin, Texas
- – Selected products for customer orders and made appropriate product substitutions when necessary
- – Built and delivered orders to dozens of curbside customers per shift
- – Increased customer satisfaction inside the store by helping shoppers locate items and navigate the store

**Developer Support,** February 2018 – November 2018
Gaming Corps, Austin, Texas
- – <u>Voyage of the Dead</u> (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
- – <u>American Ninja Warrior Challenge</u> (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 [(online link)](#)