



# stephanie hogan

front-end web developer + designer

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## profile

Front-end web developer, designer and recent graduate of the BCIT Technical Web Design program. With a background in marketing and project management, I have hands-on experience developing responsive and accessible sites framed to meet strategic business goals.

## work experience

### Freelance Marketing Consultant

Vancouver, BC

Apr '13 - Present

- Worked with a range of clients including small business owners, local artists, CKF Inc. and the Canadian Cancer Society providing marketing strategy, graphic design, copywriting and project management services.
- Implemented national social media campaigns with response rates over 2.5 times industry average.
- Helped successfully launch an awards ceremony celebrating local workplace wellness advocates through event planning, graphic design, copywriting and event promotion.

### WellnessFits Coordinator

#### Canadian Cancer Society, BC and Yukon

Vancouver, BC

Apr '13 - Dec '15

WellnessFits is a free workplace wellness program that provides services and resources to employers across BC.

- Managed all aspects of the WellnessFits brand.
- Part of a four-person team awarded Program of the Year in 2014 from the Canadian Cancer Society National office.
- Created and wrote a monthly e-newsletter with almost twice the industry average open rate and over four times the average click through rate.

## skills

- |             |                   |
|-------------|-------------------|
| HTML        | Mail Chimp        |
| CSS         | Google Analytics  |
| JavaScript  | Google AdWords    |
| jQuery      | Facebook Insights |
| PHP         | HootSuite         |
| WordPress   | Microsoft Office  |
| Illustrator |                   |
| Photoshop   |                   |
| InDesign    |                   |

## projects

### Strategic Development and Design

Part of a team that developed a new brand identity and dynamic nutritional blog from scratch in less than 5 weeks.

### UX/UI Design

Drafted a strategic plan and brand guidelines for a fictional Compass Card redesign. Project included competitive and target analysis, empathy mapping and wireframe/prototype development.

### Accessibility Project

Worked to create sites that were both responsive and included best practices in accessibility.



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## work experience

### Telesales and Account Management Richmond Marketing

Dublin, Ireland

Sept '12 - Feb '13

- Won 'Temp of the Year' from Julia Ross Human Resources.
- Process account orders totalling over €10 million for distribution across the country.

### Account Coordinator Saint Bernadine Mission Communications

Vancouver, BC

Mar '11 - Mar '12

St. Bernadine is a Vancouver-based communications firm that focuses on strategic brand development and design.

- Organized and wrote published national and international agency awards
- Managed a team of up to 10 designers, producers and copywriters for a variety of digital and traditional projects

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## education

### Technical Web Designer British Columbia Institute of Technology

Vancouver, BC

May '16 - Oct '16

Intensive 6-month course focused on teaching the required skills for work in front-end development and web design.

### Marketing Management - Communications British Columbia Institute of Technology

Burnaby, BC

Sept '09 - June '11

Diploma of Technology, Graduated With Honours

Two-year diploma program that provides an in-depth look and hands-on experience in all aspects of marketing.

## volunteer

### U10 Coach

#### Vancouver Hawks Field Hockey

Vancouver, BC

May '16 - Present

### Relay for Life North Shore Canadian Cancer Society

North Vancouver, BC

June '13 & June '16

### Marketing Committee BCIT Marketing Association

Vancouver, BC

Sept '10 - June '11

### Design Committee Schmoozapalooza

Vancouver, BC

Sept '10 - Jan '11

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## interests

Field Hockey

Running and Yoga

Cookbook Collecting

DIY Home Decor

Puns