


# Felicicia McClelland

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[www.feliciciamcclelland.com](http://www.feliciciamcclelland.com) 

Front End Web Developer, excelling in HTML, CSS, JS and SEO, UI/UX web design. Especially good at bridging the gap between IT “tech talk” and customers wanting something specific done on a website. Good at editing and fixing existing code problems, updating websites to more modern looks, as well as adding and implementing SEO (search engine optimization) and SMM (social media marketing) to websites so that their able to be searched on google or to get higher rankings so that the target demographic, or customers, are easier to reach.

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## Skills:

- HTML, CSS, JavaScript, Foundation
- Shopify, WordPress, Wix, Squarespace
- SEO, UI/UX Web Design
- Social Media Marketing
- Salesforce certified
- Adobe Photoshop, InDesign, Dreamweaver
- Microsoft Word, PowerPoint, Excel, Outlook
- AEM (adobe experience manager)
- Able to build AEM forms in developer and online format and Workbench
- Team leader and business management organization
- Effective communicator and analyzer able to deal with varieties people

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## Experience:

FEBRUARY 2019 – PRESENT

### **Developer / Iowa Department of Human Services, Des Moines, Iowa**

- Work on a team creating graphics for the Iowa Department of Human Services website (<https://dhs.iowa.gov/>)
- Fix/update broken links and improve overall SEO for DHS website
- Work on team to update and improve theme and usability on R.I.M.S. website
- Learn, implement, and teach coworkers how to use the adobe experience manager programs to update/convert government forms for better use by government employees and ease of access to the general public

JULY 2018 – NOVEMBER 2018

### **Phone Tech Support Assistant 1 / Cognizant, Des Moines, Iowa**

- Helped customers that called our help line deal with issues, problems, or errors with there Salesforce or Salesforce for outlook software

JULY 2017 – APRIL 2018

## **Web Developer / Iowa Department of Public Health, Des Moines, Iowa**

- Worked with team redesigning Iowa Public Health Tracking Portal website (<https://tracking.idph.iowa.gov/>)
- Worked with a team to update the UI/UX on multiple public health portals and websites
- Added images, ran SEO scans, updated content, advised on changes
- Presentation graphics for health equity department
- Presentation graphics for BRFSS (Behavioral Risk Factor Surveillance System)
- Graphic for the Iowa cannabis department
- Banner and table runner print redesign for governors' conference
- Iowa Department of Public Health Bureau of Environmental Health Services website redesign and reorder for better SEO (<https://idph.iowa.gov/Environmental-Health-Services>)

MAY 2014 – JULY 2017

## **Head Web Developer / Broken Arrow Wear, Clive, Iowa**

- Created, updated, and maintained company website ([www.brokenarrowwear.com](http://www.brokenarrowwear.com))
- Created client websites and "mini-stores"
- Worked on a team designing the UI/UX for web pages
- Ran web department, hired and instructed interns
- Updated blogs, YouTube channel
- Frequently updated and maintained SEO for all company websites

## **Web Developer, Designer / Warehouse 14, Huxley, Iowa**

- Created logo/sign, billboards, ads, and designed advertising
- Designed the UI/UX website optimized for SEO
- Created and maintained website, online store
- Made antique appraisals, priced product, kept books
- Ran storefront, trained employees, and handled customers

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## **Freelance Projects:**

### **State of Fe**

- <http://stateoffe.feliciamcclelland.com/>
- Work from home and online job website
- Made using WordPress
- Implemented affiliate links from Amazon.com
- Modify HTML, CSS

### **Natura's Touch**

- <https://naturastouch.com/>
- Drop shipping web store
- Made using Shopify
- Modify HTML, CSS

## **Anime Radicals**

- <https://www.animeradicals.com>
- Podcast group looking to update their website
- Made using squarespace

## **AnimeIowa**

- <http://animeiowa.com/>
- Local convention group focusing on anime, manga, and other otaku aspects brought to Iowa
- Made using Wordpress
- Modified HTML, CSS, PHP
- Volunteer Staff

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## **Education:**

2013 - 2015

### **AAS in Web Development / DMAACC, Ankeny, Iowa**

- Website developer/designer

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## **References:**

- Available upon request

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## **Activities:**

- Teaching myself Japanese and American sign language (ASL)
- Volunteer staff for Animelowa, created, update website (<http://animeiowa.com/>)