

# Melissa Trimarco

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## SUMMARY

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Accomplished Full Stack Web Developer with over 5 years of experience in developing robust web solutions. Expert in front-end and back-end technologies, SEO optimization, and version control using Git and GitHub. Proven capability in enhancing digital engagement and optimizing web performance. Proficient in Agile methodologies, ensuring high-quality project delivery. Eager to contribute technical expertise and innovative solutions to a dynamic team.

## EDUCATION

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DePaul College of Computing and Digital Design, Chicago, IL Expected 2024  
Bachelor of Science in Information Technology  
*Web Development Concentration*

Waubensee Community College, Sugar Grove, IL December 2016  
Associate of Applied Science in Web Design and Development  
*Web Development Concentration*

## TECHNICAL SKILLS

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### Front-End Development:

- Languages: HTML5, CSS3, JavaScript (jQuery), XML
- Frameworks: Bootstrap, Ruby on Rails
- Design Tools: Adobe Creative Cloud Suite, Litmus for HTML Emails
- SEO: On-Page SEO, Keyword Research, Google Analytics

### Back-End Development:

- Languages: PHP, Python
- Database Management: Oracle, MySQL, MS Access
- Development Tools: SQL Developer, NetBeans, Eclipse
- Content Management Systems: WordPress, Quadiant Designer

### Version Control and Collaboration:

- Git and GitHub: Repository management, Branching, Merging, Pull Requests

### Additional Skills:

- Project Management: MS Project, Agile Methodologies
- Productivity Software: MS Office Suite, Visual Studio Code
- Web Debugging Tools: Visual Studio Code, Mozilla Firebug, Chrome Developer Tools
- Operating Systems: Windows, Mac, Linux

## EXPERIENCE

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**Computershare** Bolingbrook, IL  
*Digital Specialist*

May 2018 - Present

### Email Development:

- Crafted personalized, responsive HTML/CSS email campaigns and XML templates for high-impact financial marketing and proxy voting initiatives. Achieved 15% higher open rates through optimized design and coding practices.
- Championed accessibility by ensuring emails render flawlessly across diverse email clients and devices.
- Test all emails for the best performance in Litmus.
- Developed best practices to comply with CAN-SPAM and GDPR regulations, safeguarding client data and reputation.
- Spearheaded research and implementation of new UI enhancements in email design, staying ahead of industry trends.
- Streamlined campaign deployment by developing effective strategies for our internal Broadcast system.

### Microsite Development:

- Built responsive microsite templates, supporting engaging financial marketing and proxy voting experiences.
- Collaborated with clients to gather branding requirements and translate them into visually impactful microsites.

### Design & Asset Optimization:

- Mastered Adobe's Dreamweaver, Photoshop, InDesign, and Illustrator to optimize images and create compelling user interfaces for web projects.
- Developed interactive PDF documents for email mockups using InDesign, fostering intuitive user interactions.

**Computershare** Bolingbrook, IL  
*Production Designer - Temporary employee*

January 2017 – May 2018

- Designed financial documents, statements, letters, stock certificates and checks.
- Aligned conversion of logos and signatures using Adobe Photoshop and Illustrator, as well updating the graphic database within Excel.
- Collaborated with programming department to illustrate print graphics.
- Created mock-ups in Adobe InDesign.
- Analyzed final artwork to standard pre-press for offset printed work which includes booklets, flyers, brochures, base stocks and envelopes with InDesign.