

Cristina J. Caudill

Contact

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Education

Florida State University
B.A. in Communication, 2008
Magna Cum Laude, 3.8

Tech Skills

Proficient

Photoshop & Illustrator
Sketch & Sketch
HTML & CSS
Bootstrap & Flexbox
Command Line
GIT & Subversion
Microsoft Office Suite
Google Workspace Suite
Mac & Windows OS
60-70 WPM

Knowledgeable

JavaScript & JQuery
PHP & SQL
Amazon AWS
Google Analytics
Google Adwords
Final Cut Pro

Work Experience

Legends Legal Marketing, St. Petersburg, FL (remote) | Nov 2020 - Dec 2024

- Chief Technical Officer & Lead Developer at Legends Legal Marketing, managed front- and back-end website development.
- Facilitated client communication, training, onboarding, off-boarding, and creating custom project scopes and estimates.
- Built and maintained WordPress websites, collaborating on design and content updates, optimizing UI/UX across all devices. Setup third-party apps & APIs.
- Boosted website performance, speed, and SEO using tools like Yoast SEO, RankMath, WP Rocket, GTmetrix, Google PageSpeed Insights, and Cloudflare.
- Resolved web issues (FTP, cPanel, MySQL), managed DNS, SSL and hosting services for 40 + clients.
- Configured and secured G Suite/Google Workspace email (MX, SPF, DKIM, and DMARC records).
- Created technical documentation and SOPs to streamline operations and train assistants effectively.

Web Developer, Dame Products, Brooklyn, NY (remote) | Jan 2021 - Apr 2022

- Assisted with content updates, app integrations and DNS management for Dame's Shopify and Wordpress sites.

Graphic Design, Wordpress Developer, Web Consultant | Jan 2009 - Present

- Design print and web-based graphics including flyers, banners, and social media content.
- Front-end website development with a focus on SEO, branding and digital marketing strategies.
- Experienced with domain set up, web hosting, email configuration, data entry.
- Experienced with the following CMS platforms: Wordpress, Shopify, SharePoint, Lightspeed, SquareSpace, Joomla, Tumblr.

Front End Developer, A+L Development, Philadelphia, PA | Jan 2013 - July 2021

- Developed websites, interactive web applications and custom content management systems.
- Worked with design leads to create wireframes for responsive design. Programmed digital design flats into HTML/CSS.
- Developed RFPs, estimates, tech documentation and user-case scenarios for project managers and clients. Provided training and customer support.
- Experience with website optimization, website auditing, usability testing (UX/UI), bug tracking, quality assurance reviews, digital marketing, social media integration, SEO, keyword analysis, SSL certificates, web hosting, database website migration and data entry.

Special Skills

- Spanish (native speaker): Fluent in written and spoken language.
- Italian: Conversational.

References

Available upon request.