# Caitlyn "Caitee" Smith
**Developer, Digital Marketing Specialist, Photographer**
LinkedIn: linkedin.com/in/caiteesmith

Portfolio: caiteesmith.com
GitHub: github.com/caiteesmith
Location: Hewitt, New Jersey 07421

## SKILLS

- **Languages**: C#, CSS, HTML, Java, JavaScript, PHP, SQL, Swift

- **Tools**: Adobe Dreamweaver, Android Studio, Bootstrap, GitHub, Google Lighthouse, IntelliJ, Interface Builder, Netlify, Visual Studio/Code, Webflow, Wix, WordPress, Xcode

- **Creative**: Adobe (Illustrator, Lightroom, Photoshop, Premiere), Canva, Figma, Photography, Videography

- **Marketing**: Content Development (Creation, Management, Writing), Constant Contact, Email Marketing, Google Search Console, HubSpot, Litmus, Screaming Frog, SEO, Social Media, Yoast

## EXPERIENCE

- **Thorlabs, Inc.** — Newton, NJ — Hybrid
  *Digital Marketing Specialist* — *July 2023 – Present*
  - Orchestrated the optimization of Thorlabs' optical calculator app, Thorlabs Toolkit, managing both iOS (Swift) and Android (Java) versions.
  - Revamped webpages using Thorlabs' custom content editor, implementing modern HTML and CSS coding techniques, contributing to an improved online presence.
  - Conducted photo shoots and editing for the company's website and social media, as well as company headshots.
  - Collaborated with diverse teams, facilitating seamless communication and aligning strategies with broader business objectives.

- **HIPB2B** — Castleton-on-Hudson, NY — Remote
  *Web Developer, Content Manager* — *May 2013 – March 2023*
  - Pioneered the development of responsive landing pages and emails for B2B marketing initiatives, showcasing expertise in HTML, CSS, JavaScript, and PHP.
  - Translated client mock-ups into functional proofs of concept, ensuring brand consistency for each project.
  - Conducted rigorous testing of landing page responsiveness and email builds, contributing to a consistently high standard of deliverables.
  - Managed the company's WordPress website and blog, leading content updates and plugin management.
  - Led the creation, authoring, and management of blog content, filmed and produced homepage hero video, and conducted employee headshots.

- **Caitee Smith Photography** — Hewitt, NJ — Hybrid
  *Owner, Photographer* — *August 2015 - Present*
  - Leveraged fifteen years of expertise in digital and film photography, camera equipment, on-camera and off-camera flash, composition, photo editing, and equipment maintenance.
  - Successfully managed a high-pressure business, overseeing hundreds of weddings and lifestyle sessions, including clerical and administrative duties such as taxes, contracts, and invoices.
  - Photographed an annual average of 15 weddings and 10 other sessions with 100 percent client satisfaction.
  - Worked collaboratively with other wedding photographers and vendors, managing second shooters and other contracted help.
  - Created and published content for the company website, blog, and social media, implementing SEO best practices to enhance business content visibility to search engines.

## PROJECTS

- **Thorlabs: Thorlabs Toolkit app**                    Contributor, Developer
  *Optical calculator app (iOS: Swift, Android: Java)*                    *2023*
  - Spearheaded the enhancement and optimization efforts for the inherited optical calculator app.
  - Learned Swift, Interface Builder, and Xcode on the job to improve iOS version. Utilized existing knowledge of Java to improve Android version; learned Android Studio on the job.
  - Improved the app's interface layout, providing users with a more intuitive and user-friendly experience on both iOS and Android.
  - Updated field names and introduced variable definitions in calculators. Added formula images for quick reference, enhancing the overall usability of the app.
  - Implemented a Terms of Service scene, prompting new users to review and accept terms before using the app, ensuring legal compliance and user awareness.
  - Performed rigorous testing, including environmental tests and creating test apps on Apple's TestFlight and Android's internal testing releases.
  - Designed and coded a web-based feedback form in HTML, CSS, and Javascript, in a WKWebView.

- **Digital Alchemy: Website**                    Designer, Developer
  *Multi-page creative agency website*                    *2023*
  - Designed and developed responsive multi-page website in HTML, CSS, and JavaScript.
  - Designed and created branding kit for Digital Alchemy in Adobe Illustrator. Designed and created website artifacts in Adobe Illustrator.

- **Grey Hawk Flooring: Marketing**                    SEO, Photographer, Videographer
  *Marketing strategy and content creation*                    *2023*
  - Created hero video for new company website. Storyboarded video alongside creative lead. Utilized videography experience and filmed video onsite. Cut and edited video in Adobe Premiere.
  - Staged, photographed, and edited headshots for each employee. Photographed content during hero video shoot for company website.
  - Developed and implemented onsite and technical SEO strategy. Developed and implemented social media marketing strategy.

## EDUCATION

- **Western Governors University**
  *Bachelor of Science, Computer Science*                    *Millcreek, UT*

- **Hudson Valley Community College**
  *Associate of Applied Science, Computer Information Systems*                    *Troy, NY*

- **Fashion Institute of Technology**
  *Certificate, Digital Still Photography*                    *New York, NY*