

# SYDNI J BROWN

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## DEVELOPING, DESIGNING, & OPTIMIZING DIGITAL EXPERIENCES

Versatile and meticulous web specialist, adept at designing, developing, and launching comprehensive digital experiences. Proficiency spans multiple front-end programming languages, CMS platforms, UI design tools, back-end management techniques, and optimization practices—all underscored by a deep commitment to delivering seamless user interactions.

## KEY COMPETENCIES

HTML/CSS	Adobe Creative Suite	Project Management	Front-End Web Development
Javascript	Figma	Information Architecture	Responsive Web Design
PHP	WordPress	User Research	SEO/SEM

## PROFESSIONAL EXPERIENCE

### **Director of Web Strategy & Experience** | Sooner Marketing Solutions (2023 - Present)

- Conduct UX research to inform web strategies for long-term improvements in user experience
- Design and develop responsive web experiences to elevate engagement metrics and optimize conversion rates
- Evaluate SEO performance and optimize to enhance website rankings and drive organic traffic growth
- Manage and execute effective PPC advertising campaigns to maximize ROI and reach target audiences
- Lead and oversee a team of web developers and specialists to ensure project success and team cohesion

### **Lead Developer & UX Strategist** | Littlefield Agency (2022 - 2023)

- Embraced the roles of UX researcher, information architect, web designer, and front-end web developer
- Strategized with stakeholders to plan the design (or redesign) and development of client websites
- Utilized user research, web analytics, and design theory to support UX strategies for website projects
- Created wireframes and prototypes for website projects in collaboration with other Agency Creatives
- Supported ongoing maintenance and optimization of websites for web hosting, SEO auditing, and A/B testing

### **Supervisor (Visual Merchandising)** | Finish Line (2020 - 2022)

- Managed a team of 15+ sales associates, fostering a positive and high-performing work environment
- Achieved and maintained an inventory shrinkage rate of less than 1% for two consecutive years, demonstrating exceptional attention to detail, inventory management, and effective loss-prevention
- Proactively analyzed sales trends, customer preferences, and market demands to make informed decisions regarding product placement and assortment

### **Graphic/Web Designer Internship** | Safe Harbor Int. Ministries (2021)

- Assisted with designing and maintaining the organization's website content and e-commerce products through WordPress and Shopify CMS Suites
- Strategized and created email marketing campaigns, social media campaigns, and blog posts
- Utilized Canva to create appealing images and videos for web and social media
- Tracked and optimized website engagement through Google Ads and Google Analytics

## EDUCATION

### **B.S Computer Information Technology, Minor in Media** | Oral Roberts University (2022)

- 3.9 GPA summa cum laude
- Member of Association for Computing Machinery (ACM)
- Member of Oklahoma Women in Technology (OKWIT)
- Awarded ONEOK Computer Information Technology Scholarship of Excellence

## CERTIFICATES

- **Google UX Design Specialization** | Coursera
- **SEO Certified** | HubSpot
- **Social Media Marketing Certified** | HubSpot
- **Network Pro** | TestOut
- **Fundamentals of Internet Programming, Mobile App Development, and Database Development** | ORU