

# JUDY ANDERSON

DIGITAL STRATEGY / WEB DEVELOPMENT

## CONTACT

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## EDUCATION

### MS, Interactive Telecommunications

New York University

### BA, English

Tufts University

## EXPERTISE

- Wordpress Development
- HTML / CSS / SASS / Javascript
- jQuery / Node / Bootstrap / React
- PHP / MySql
- Git / Version Control
- Agile Methodologies / Scrum
- Google Analytics / Tag Manager
- A/B Testing
- Website Performance
- SEO / SEM
- Product Management
- Digital Marketing / Hubspot / Pardot
- User Experience / Personae Creation
- Ecommerce

## SUMMARY

My background includes web and mobile application development, digital strategy, and product ownership within an agile team structure. My primary focus is on Wordpress development projects, including theme and plug-in creation, code customization, PHP, site and database administration, analytics, and SEO/product marketing.

## EXPERIENCE

### SENIOR WORDPRESS DEVELOPER / DIGITAL EXPERIENCE

WP ENGINE | AUSTIN, TX | 2019 - PRESENT

- Provide Subject-Matter-Expert support for various internal content publishing and partnership efforts.
- Build custom applications, themes, and plugins to support product, marketing, and analytic initiatives.
- Optimize WordPress properties for performance and security.

### DIGITAL STRATEGIST

POWER PIVOT PRO | REMOTE | 2016 - 2018

- Maintained Wordpress codebase to support the hosting, architecture, and development needs.
- Oversaw A/B testing, KPI measurement, and reporting of marketing and web analytics using Google Analytics and Pardot.
- Set up digital marketing workflow connecting website with CRM, Eventbrite, search, email marketing and social to convert and nurture leads.

### GENERAL MANAGER, DIGITAL





COMMUNITY IMPACT NEWSPAPER | PFLUGERVILLE, TX | 2014 - 2016

- Architected, built, and maintained fully scalable Wordpress-based CMS for over 100 internal users to deliver geo-located content to 22 hyper-local news markets.
- Revamped advertising operations including conversion to a fully responsive, rich media-capable software, resulting in a 300% increase in ad impressions.
- Grew traffic 50% on communityimpact.com by launching new site architecture and design; implementing best SEO practices; and instituting social media, email marketing, and grassroots community brand awareness campaigns.

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## ACHIEVEMENTS

### Top 50 Microsoft Partner

Ranked #11 in fiftyfiveandfive's 2017 Top 50 Microsoft Partners Inbound Marketing Excellence list.  
www.powerpivotpro.com

### Best Newspaper Website

Won 2nd place in the 2016 National Newspaper Association's Better Newspaper Contest for "Best Newspaper Website".  
www.communityimpact.com

### #2 Business App

Grew the HotSchedules shift scheduling mobile app to a ranking of #2 among all apps in the "Business" category (2014).  
www.hotschedules.com

*References Available Upon Request*

## EXPERIENCE (CONTINUED)

### PRODUCT DEVELOPMENT MANAGER

HOT SCHEDULES | AUSTIN, TX | 2013 - 2014

A flexible employee shift scheduling, forecasting and instant messaging platform. Managing schedules for over 1,000,000 restaurant employees with over 30 million monthly logins.

- Oversaw design deliverables including sitemaps, wireframes, and mockups.
- Led usability testing and focus groups and analyzed feedback to adjust vision.
- Collaborated with Executives, Sales, Product, Engineers, QA, and DevOps to ensure timely delivery of large-scale, user-facing, data-driven applications within an agile development environment.

### PRODUCT MANAGER

XO GROUP | NEW YORK, NY & AUSTIN, TX | 2009 - 2013

XO Group, Inc. provides online and offline services through various media, such as magazines, books, syndication, television, websites, and social media to an audience of newly engaged or married couples, and soon-to-be parents.

- Created and managed product roadmaps for TheKnot.com, TheNest.com, and TheBump.com. Analyzed metrics and tracked product success based on KPIs.
- Developed wireframes and created product requirement documentation and functional specifications.
- Led incubator team of product engineers and creative resources in the rapid development of a new marketplace search application.
- Developed and launched multiple mobile applications for The Knot and The Bump brands, including the personalized "Wedding LookBook" app, achieving downloads, users, and ratings KPI goals within 3 months.

### WEB DEVELOPMENT

THE KNOT | NEW YORK, NY | 1999 - 2008

- Managed team of Front-End Developers, determined hiring needs, set process, and oversaw resourcing and task assignments.
- Oversaw technical strategy and development for new and existing properties, including TheKnot.com, TheNest.com, and TheBump.com.
- Created documentation and functional specifications to client/business groups; defined efficient, cost-effective client solutions.
- Acted as liaison between sales, marketing, designers, and back-end developers to maintain visual integrity and allow for smooth workflow.