
Bianca M. Bailey

Web Professional

Atlanta, GA | 678.860.5116 | iwant@bailey-digital.com | bailey-digital.com

SKILLS

Microsoft Office, Adobe Creative Cloud (AEM, Dreamweaver, Illustrator, Photoshop, InDesign and XD), Figma, Wix, WordPress, Joomla, Sharepoint, Bootstrap, HTML5, CSS3, PHP, Javascript, eBay, Amazon, Salesforce, Trello, Google Apps (Ad, Analytics, Search Console, Drive, Keep and Calendar), SpyFu, SEMrush, SendGrid, MailChimp, Silverpop, IBM Watson, ProofHQ, Litmus, Hootsuite, Facebook, Facebook Ads, Twitter, Instagram, Youtube, Asana, Wrike and Jira

EXPERIENCE

June 2016 to Present

Web Developer / Manager | *Freelance* | Atlanta

- Code websites using HTML5, CSS3, Javascript, jQuery and sometimes Bootstrap when permitted
- Design and develop WordPress websites using templates and making customizations specific to the client's needs
- Perform SEO on the front and back end
- Perform regular maintenance on various websites for clients
- Maintain websites built using Adobe Experience Manager (AEM)
- Organize assets with the AEM Digital Asset Manager (DAM)

December 2018 to March 2019

Email Developer | *Atlanta Mercedes Benz Stadium* | Atlanta

- Received designs and built HTML emails using Silver Pop
- Included dynamic fields within some emails
- Sent the emails to the appropriate distribution list

September 2016 to May 2018

SEO Analyst (Freelance) | *trueITpros* | Atlanta

- Interviewed clients for relevant seasonal content and create social media calendars based on that using Hootsuite
- Incorporated relevant hashtags into social media content using Hashtagify
- Performed on-page and off-page SEO for new and established websites using various tools
- Utilized Ranking Coach to find relevant backlinking opportunities for clients
- Made necessary content updates to WordPress websites

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- Routinely checked site speed and general SEO health of client websites using seoptimer.com
 - Created, run and monitor Google AdWords campaigns as well as Facebook ads
 - Created monthly reports based on Google Analytics and Google Search console results

January 2010 to 2018

Digital Marketing Specialist (Freelance) | *Bailey Digital* | Atlanta

(Accept 1 to 2 projects per year)

- Design, develop, create/edit web content and market websites
- Perform on-page and off-page SEO
- Provide social media consultation, setting KPIs and management
- Perform regular maintenance on various websites for clients
- Maintain, create product descriptions, optimize and market E-commerce websites

August 2012 to April 2016

Junior Web Developer | *Georgia Power* | Atlanta

- Designed and coded HTML emails using Photoshop & Dreamweaver
- Coded websites using HTML5, CSS3 & Javascript
- Performed SEO on the front and back end using Web Analytics
- Performed regular maintenance on various websites for clients

September 2011 to 2012

Digital Media Specialist | *B Culture Media* | Atlanta

- Wrote SEO rich articles on social media topics
- Grew client backlinks by networking with emails & social media
- Participated in social media commentary with Hootsuite
- Edited content on company site using Joomla
- Continuously researched new trends in social media using HubSpot

February 2008 to January 2010

Merchant Content Editor | *Citysearch* | Atlanta

- Wrote and edited SEO rich web content for a variety of national businesses and uploaded them to the web by using the company content management system (CMS)
- Worked with the sales team and their clients to write web content for their businesses
- Edited photographs with Photoshop and uploaded them to the web

EDUCATION

Search Engine Optimization certification online

2025 | Coursera (Google Continuing Education Learning portal)

Emory University in Atlanta, GA

2015 – 2016 | Advanced Web Design Program

Kennesaw State University in Marietta, GA

2010 – 2011 | Kennesaw Internet Professional - Web Design Program

Google Certification

2010

Kennesaw State University in Marietta, GA

March 2009 | Certificate for Search Engine Optimization and Pay Per Click for Businesses

The University of Georgia (UGA) in Athens, GA

May 2003 | Bachelor's of Science in Family and Consumer Sciences (Fashion Merchandising)
Minored in Communications

PORTFOLIO

[Aloette.com](#)

WordPress: managed the frontend of the website and cleaned up product pages when necessary

[Baywood Homecare](#)

WordPress: built 2024; project managed and developed

[Edu.cosmedix.com](#)

WordPress: designed and developed; members only custom Asset Management website that includes a custom LMS system

[Astralbrands.com](#)

WordPress: corporate website

[Douglasvilleboxingclub.com](#)

WordPress: designed, project managed custom eCommerce website for a local gym; based on membership

[Girlsincatl.org](#) | [Girlsinc-houston.org](#) | [Girlsincpgh.org](#) | [Girlsincde.org](#)

WordPress: project managed and implemented a redesign required by the National office

[Southerncompanygas.com](#)

AEM: webmaster work ... partnering with Senior developers

REFERENCES

Solo Arnett

404.414.9991

Tangela Joseph

404.273.2054

Diana Taylor

404.210.8522