

# KEVIN EDWARDS

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## SUMMARY

Results-driven eCommerce and web design professional with 5+ years of experience across merchandising, Shopify, front-end design, and digital marketing. Skilled in HTML, CSS, and JavaScript with a strong track record of optimizing user experience and driving growth. Proven ability to lead cross-functional initiatives and streamline operations.

## WORK EXPERIENCE

<b>Digital Content Admin/Web Designer, Todd Snyder</b>	<b>June 2022 - Present</b>
<ul style="list-style-type: none"><li>Optimize mobile &amp; desktop UX with responsive HTML &amp; CSS, increasing site speed by 10%.</li><li>Partner with marketing teams to A/B test content, analyze KPIs, and improve conversion rates.</li><li>Drove the start up of online Made-to-Measure bookings, increasing sales by 20%.</li><li>Troubleshoot front-end bugs in production environments within Shopify.</li></ul>	
<b>Web Designer/Email Specialist, My.Suit</b>	<b>June 2021 - April 2022</b>
<ul style="list-style-type: none"><li>Developed HTML email newsletters, improving open rates by 18% through personalized campaigns.</li><li>Designed and compressed pages with HTML, CSS &amp; JavaScript driving a 12% increase in site speed.</li><li>Collaborated with development teams to ensure timely publication of new site content.</li></ul>	
<b>Graphic/Web Designer, The Glass Underground</b>	<b>March 2020 - March 2021</b>
<ul style="list-style-type: none"><li>Managed the UX layout and organized promotional flows to increase online sales by 15%.</li><li>Developed branded content for email and social channels using Canva and Adobe Creative Suite.</li><li>Composed product copy aligned tailored to a specific audience.</li></ul>	
<b>Digital Content/Marketing Intern, AboveMax Basketball</b>	<b>Jan 2020 - March 2020</b>
<ul style="list-style-type: none"><li>Managed visual and structural updates for WordPress-based DTC storefronts.</li><li>Created platform-specific content calendars across Instagram, Twitter, and Facebook using Hootsuite.</li><li>Assessed and adapted strategies using user engagement data.</li></ul>	
<b>Graphic Design/Marketing Intern, Ramapo College Athletics</b>	<b>Sept 2019 - Dec 2019</b>
<ul style="list-style-type: none"><li>Worked effectively with various teams to drive traffic to sporting events.</li><li>Designed and monitored social media posts for the athletics department, boosting engagement rates by 7%.</li></ul>	

## EDUCATION

<b>BA in Contemporary Arts, Design &amp; Marketing</b>	<b>Sep 2015 - Dec 2019</b>
Ramapo College of New Jersey	

Ramapo College of New Jersey

- Focus in Web Design, Graphic Design, UX/UI Design, Publication Design, Branding and Marketing.

## TECHNICAL SKILLS

**CMS & eCommerce Platforms:** Shopify, SquareSpace, WordPress

**Design & Prototyping:** Figma, Photoshop, Illustrator, Adobe XD

**Front-End Development:** HTML, CSS, JavaScript, Bootstrap, CSS Grid, Flexbox, React.JS

**Email & Marketing Tools:** MailChimp, Klavvio, Google Analytics, SEO Optimization

**Version Control & Workflow:** A/B Testing, KPIs, GitHub

**Accessibility:** WCAG Guidelines

## PERSONAL INTERESTS

Basketball, Track & Field, Fitness, Coding, Content Creation, Art, Music, Fashion, Comedy and Horror Films