

# Hayes Crowley – Web Developer

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## WORK EXPERIENCE

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**Assurant** **Sept. 2018 – Present**  
*Contract Digital Marketing Analyst* *Atlanta, GA*

- Creating and building out 21 separate websites; Daily HTML/CSS/JS front-end development and back-end CMS troubleshooting; SEO and Google Analytics consultation.

**CARE USA** **Aug. 2017 – May 2018**  
*Contract Web Developer and Copy Writer* *Atlanta, GA*

- Developed several micro-sites using CMS (WordPress, Drupal, and Contentful), PHP/JS/CSS/HTML and PhotoShop; made technical, content, and UX audits to sites.
- Wrote NGO program briefs, grant proposals, CMS technical documentation and edited human interest stories; updated content in WordPress and Drupal; SEO writing and managing Google Analytics account for CARE Switzerland (attracting 90.4% new users over a two-month period.)

**Georgia State University** **Aug. 2016 – Aug. 2017**  
*English 1101 Instructor* *Atlanta, GA*

- Developed English Composition (1101) course curriculum based on departmental standards. Taught one class per semester while attending graduate school.

**ESL Teacher** **Aug 2013 – Aug. 2016**  
*ESL Teacher* *Various locations*

- Taught English as a second language full-time in Nanjing, China, Asheville, NC, and Atlanta, GA.

## FREELANCE WORK (see full portfolio @ [www.hayescrowley.com/projects.php](http://www.hayescrowley.com/projects.php))

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- Web Development: <http://sxdaccelerator.care.org/>, [www.centerforcommunitytransitions.org](http://www.centerforcommunitytransitions.org)
- Copy Writing: <https://africanentrepreneurcollective.org/>, <https://www.africare.org/>

## SKILLS

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- Writing and Research: Copywriting, content-strategy, content curation, essays, human interest stories, grant proposals, conducting interviews/ethical research, blog posts, white-papers, technical documentation, etc.
- Web Development: WordPress, Drupal, Content Management Systems, Adobe PhotoShop, SEO, Google Analytics (certified). Intermediate in CSS, HTML, PHP, MySQL, Javascript, JQuery.

## EDUCATION

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**Georgia State University** **May, 2018**  
*MA Digital Humanities* *Atlanta, GA*

- 4.0 GPA
- Graduate Teaching Instructor; Writing Studio Consultant; Digital Engagement Fellowship at CARE.

**Appalachian State University** **August 2012**  
*BA Creative Writing* *Boone, NC*

## INTERESTS

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- Thru-hiking, realism, fiction, music production, Reddit, web development, Burger Win, running, cats, etc.