

Keisha Bien

Front End Web Developer

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keishabien.com

My passions lie in leveraging modern technologies to deliver seamless, impactful digital experiences while empowering users and creators alike. I specialize in developing dynamic products with solutions tailored to enhance functionality and experience. My experience spans building custom applications, optimizing SEO, and ensuring accessibility while managing large-scale website audits and content updates.

Experience

Web Developer, Bullseye Media, Minneapolis, MN Sept 2021 – Sept 2024

- Implemented custom VueJS components on e-commerce websites, CRM dashboards, and affiliate network systems
- Managed legacy website audits to assure compliance with W3C standards and implemented improvements that optimize user experience and increased accessibility
- Optimized ad-driven and organic search experiences for dynamic SEO keyword functionality
- Conducted customized one-on-one website training for clients and internal team members, including documentation

Full Stack Web Developer, Midwest Dental, Bloomington, MN Sept 2018 – Jan 2020

- Created, managed, and maintained 2000+ custom website pages across a multitude WordPress websites by utilizing dynamic, modular code
- Developed custom application to call Google My Business API and save Google review data for 230+ dental offices; made review data available on user-facing landing pages
- Created a specific application running cronjobs to retrieve insurance data from Restful APIs, populating databases, and displaying it on user-facing website landing pages
- Implemented Foundation for Email templating system for marketing emails to ensure cross-platform compatibility

Front End Developer, Relationship One, Bloomington, MN Oct 2016 – May 2018

- Applied the latest website designs, JavaScript and jQuery solutions for client microsites
- Volunteered to research and establish relationship between website and Eloqua cookies within the Oracle platform environment
- Built gated landing page templates, utilizing cookie data to direct the user experience, capturing user information and supply the user with downloadable content
- Developed custom JavaScript data-cleansing automation tool for campaign marketing data, captured in Eloqua, and exportable in various formats
- Created internal documentation to facilitate knowledge transfer

Freelance Web Developer 2014 - present

- Personalize WordPress themes, plugins, and additions for clients in a variety of industries
- Maintain standard user and client experiences through ongoing testing and updates
- Provide hands-on support to keep content fresh and accurate
- Hosted digital Zoom classes allowing teachers to focus on teaching, by using spotlight and recording features, attendance check-ins, and managed custom access to materials for students after the session

Education

Minneapolis Community & Technical College, Minneapolis, MN 2017

AAS in Web and Interactive Media

Certificate in Graphic Design: Print Media

References and Letters of Recommendation available upon request.