

Kelsey Ptucha

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Experience

Web Developer (Wegmans Food Markets), Rochester, NY

Solü Technology Partners — November 2018 - Present

Contracted to work alongside Wegmans employees to develop and maintain a new website according to Marketing and Creatives direction. The team focused in an Agile environment utilizing WordPress and Microsoft Azure applications and maintaining WCAG 2.0 Accessibility standards.

Online Marketing & Web Developer, Pittsford, NY

Maty's Healthy Products — May 2017 - November, 2018

Developed a new website to reflect Maty's new brand image using best conversion rate optimization and search engine optimization practices. Analyzed web traffic and created new strategies to market to the public using Google AdWords and social media advertising.

Digital Marketing Specialist, Rochester, NY

Accelerate Media — October 2014 - April 2017

Crafted new search engine optimization and conversion rate optimization strategies for clients and worked with developers to integrate them with websites. Analyzed social media platforms and developed new strategies while writing for the company blog. Coded numerous sites and landing pages with HTML, PHP, Bootstrap, and CSS.

Online Digital Marketing and Customer Service, Rochester, NY

Draft Sharks Fantasy Football — April 2014 - April 2017

Worked to develop new marketing plans and site improvements to increase memberships. Answered prospective and current member questions through phone calls, emails, and online chat. Optimized email campaigns for maximum open and click-through rate. 2015 "Best of the Web" award winner.

Advisory Board, Rochester, NY

WomensNet — April 2014 - April 2017

Revised applications for the Amber Grant and worked with other Advisory Board members to select finalists and winner(s) each month. Notified grant recipients and WomensNet community of important announcements through email, blog posts, and social media. Optimized site to help raise application conversion rate, make the site more search engine optimization friendly, and newer pages mobile-friendly.

Marketing Internship, Rochester, NY

Document Security Systems — March 2013 - February 2014

Developed databases utilizing social media outlets and provided content for social media communities. Supported web projects. Measured effectiveness of social media accounts and helped to manage Google AdWords campaigns.

Education

SUNY Fredonia,

Fredonia, NY

Aug '08 – Dec '12

B.S, Business
Marketing, May 2012

B.S, Computer
Information Systems -
Systems Management,
December 2012

Skills

WordPress, Shopify,
Optimizely, Hotjar,
PHP, CSS, HTML,
Bootstrap, , JQuery,
Javascript, Google
Webmaster Tools,
Google Adwords,
Link Prospector,
Stripe, PayPal,
Authorize.net,
icontact,
GetResponse,
Interspire,
Mailchimp, Jira,
HipChat, Olark,
Helpscout, Gravity
Forms, Microsoft
Office Suite, Adobe
Photoshop, Azure
AD B2C, GitHub