

Rebecca L. Daggett, MA

Full-stack developer focused on building responsive & accessible web solutions.

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[Portfolio](#) | [LinkedIn](#)

Relevant Experience

Webmaster, St. Leonard's Society of Canada | 2023 - Present

- Managed live site using WordPress CMS, HTML/CSS
- Performed site-wide audit, including a technical evaluation, security audit, accessibility-compliance review (AODA), UX evaluation and content audit.
- Recommended and performed large-scale SEO strategy, resulting in exponentially increased SERP ranking (previously unlisted to first result).
- Improved UX and UI for primary site and public resource library.
- Supported marketing campaigns by creating custom webpages, copy, themed-assets, and coded custom hooks (alert banners and pop-ups).
- Collaborated with marketing and operations team to update existing brand style guide, strengthening brand identity across channels.

Web & Graphic Designer, Otherwise Studios | 2023

- Redesigned webpages; improved user journey and SEO.
- Developed templates for email marketing and social media.
- Applied design principles to create visual assets and templates, for digital and print collateral, boosting awareness and engagement across channels.
- Refined existing brand assets to establish a cohesive brand identity through a formalized style guide.
- Proposed strategies for future marketing campaigns to increase conversions (identified opportunities for email marketing and SEM).
- Consistently translated the client's vision into compelling designs and provided constructive suggestions, consistently exceeding expectations.

Associate Registrar, Art Gallery of Guelph | 2014 - 2022

Curatorial Assistant (2021) | Installation Technician (2014 - 2021)

- Demonstrated expertise in efficient organization and management of a vast database (SQL) for physical and digital assets, included automating bi-weekly reports on gaps, discrepancies, and opportunities.
- Supported the Executive Director and Curator through research, design (didactics, labels, brochures, etc.), administration, and organization.
- Regularly liaised with internal and external stakeholders of varying technical competencies to manage projects and ensure deadlines were being met.
- Coordinated multiple projects simultaneously in a high demand environment, successfully adhering to strict timelines and requirements, resulting in 100% on-time completion rate.
- Created thorough acquisition proposals, with analysis on cultural significance, current market value and forecast, competitor audits, and opportunities.
- Assisted with content creation and social media campaigns to increase engagement, both onsite and virtually.

Skills

Programming Languages

JavaScript, TypeScript, HTML, CSS, CSS Grid, Sass, PHP, SQL

Libraries & Frameworks

Bootstrap, React, Tailwind CSS

Tools & Platforms

Git, GitHub, WordPress, Shopify, Drupal, hPanel, Figma, Adobe CS, Google Analytics, Meta Business Suite, VSCode, MailChimp, LaTeX, Blender

Interpersonal

Excellent communication, both written and verbal, with demonstrated problem-solving skills and strong attention to detail. Knowledge-sharing advocate, actively prioritizing collaborative strategies for project development. Flexible and agile mindset.

Education

Micro-credential, Web Management & Graphic Design, Prepr Labs | 2023

Certificate, Google Analytics | 2023

Foundations Curriculum, The Odin Project | 2020 - 2021

Master of Arts, Art History & Visual Culture, University of Guelph | 2018 - 2020

Interests

Drawing, knitting, hiking, fantasy novels, indoor plants, and bird watching.