

# Yohana Michael

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## CAREER OBJECTIVE

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Proactive and detail-oriented Front-End Developer with 1+ years of hands-on experience building responsive, user-friendly websites. Skilled in HTML, CSS, JavaScript, and SEO. Passionate about creating seamless digital experiences through clean code, collaborative design implementation, and performance optimization. Thrive in fast-paced environments and enjoys bringing designs to life through both technical expertise and creative vision.

## PROFESSIONAL EXPERIENCE

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### Quick iFix

Smyrna, TN

Web Content Developer

September 2024 – January 2025

- Created a responsive WordPress website, improving user engagement by 62% and achieving a top search ranking for targeted keywords.
- Increased organic traffic by 38% through implementation of targeted SEO techniques, enhancing site visibility and performance.
- Utilized Google Analytics to track website performance, user behavior, and conversion rates, providing insights for further optimization.
- Planned website development, converting mockups into usable web presence with HTML and CSS.

### Cala Salon

Nolensville, TN

Store Manager

February 2022 – January 2023

- Oversaw daily operations, supervising a team of 15 staff, optimizing inventory turnover and enhancing customer satisfaction ratings.
- Boosted website traffic by 28% and social media followers by 23% by curating engaging online content.
- Reconciled daily sales transactions to balance and log day-to-day revenue.
- Supervised guests at front counter, answering questions regarding products

## SKILLS

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**Skills:** HTML, CSS, JavaScript, Bootstrap, WordPress, Restful APIs, PHP, SQL

**CMS & Deployment:** Headless CMS (Storyblok), Vercel, GitHub

**Tools & Platforms:** Storyblok, Vercel, Git, Figma, Google Analytics,

**Web Principles:** SEO, accessibility, responsive design, conversion optimization

## EDUCATION

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Middle Tennessee State University

Murfreesboro, TN

**B.B.A. Information Systems** | Minor: Business Administration

December 2024

Coursework: Web Development, Info Systems Analysis & Design, Database Design Development, Adv Web-Enabled Application Development, Principles of Marketing

## SKILLS

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[Google Digital Marketing & E-commerce](#)