

Mona Le Roy

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SKILLS

- HTML and CSS
- Basic knowledge/experience with JavaScript, jQuery and Vue.js
- Responsive website design
- Git
- Basic knowledge of SSH protocol
- Responsive html email development
- Silverpop
- Salsa Labs
- Luminate Online
- Some Sketch and Photoshop

EXPERIENCE/PROJECTS

Community Manager, Antelope LLC, November 2019 - March 2020

- Improved SEO and traffic to Antelope website by mining backlinks and comparatives
- Created and launched promotional campaigns on social media
- Hosted small tech industry events to promote space
- Set up community platform for conference room usage and member communications
- Supervised maintenance and security of the space
- Processed memberships sales

Lead Web Designer/Developer, PS/IS 78Q PTA (psis78pta.org), 2016 - present

- Design and develop PTA website (HTML, CSS, JavaScript, Bitbucket)
- Create fundraising capabilities used to raise over \$125,000 yearly (HTML, CSS, JavaScript)
- Created form and set up database to collect school community contact information (HTML, CSS, JavaScript)
- Set up email capabilities (MailChimp) for fundraising and other communication
- Set up special event websites using fundraising platform such as givesmart or 501 auctions. (CMS)
- Produce and optimize creative assets for the website (photoshop, photography)
- Update content, links, and images (HTML, CSS)

Digital Project Assistant, Sanky Communications, 2017 - 2018

- Developed and updated client emails (HTML, CSS, IBM Silverpop, Luminate Online, Sketch)
- Tested emails for production with Email on Acid and Litmus
- Updated client donation forms (HTML, CSS, and JavaScript)
- Updated blog, work, team, and client pages on sankyinc.com (HTML, CSS, JavaScript)
- Updated client websites (WordPress, CSS, HTML, Drupal)

Web Designer/Developer, People Against Childhood Epilepsy, Inc. (PACE) 2001 - 2011

- Designed and developed website taking it from a MSOffice webpage to a custom hand coded website that accepted donations, detailed all programs and grant opportunities, and hosted a support group, all executed under budget, saving PACE thousands of dollars (HTML and CSS).
- Refined grant application process to reducing allocated budget allowed for employee time and materials.
- Researched and facilitated funding for 50 summer camps dedicated to children with epilepsy across the US.
- Launched and maintained online support group helping hundreds of families afflicted with epilepsy.

OTHER EXPERIENCE

Teacher, NYC Parks and Recreation, Cromwell Center, Paid and Volunteer 2006 - 2007

Developed and taught HTML classes

EDUCATION

BS, State University of New York at New Paltz
Parsons School of Design