





KAYLA BACON

WEB CONTENT SPECIALIST

CONTACT

-  801-755-7933
-  Kaylabweb@gmail.com
-  Kaylabacon.com
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TECHNICAL SKILLS

- CMS (Drupal, WordPress, OMNI, WIX, Cascade)
- Adobe Suite, Google Suite, Microsoft Suite
- HTML/CSS
- Project Management
- Website QA & Migration
- SEO Optimization & Accessibility

EDUCATION

Associates of Science, University Studies

Utah Valley University

2021-2022

Bachelor of Science, Web Development

Utah Valley University

2021-2025

Bachelor of Science, Digital Marketing

Utah Valley University

2021-2025

CERTIFICATIONS

HTML/CSS - MTA
SEO Strategies - Great Learning
Web Accessibility - Udemy
Google Analytics - Great Learning
Project Management Strategies -Udemy

PROFILE

Driven Web Content Specialist and Digital Marketer with a focus on achieving objectives. I specialize in crafting engaging, SEO-optimized content tailored for the digital landscape, merging imaginative flair with technical proficiency. Proficient in SEO strategies, multiple CMS platforms, HTML/CSS, complemented by a wealth of expertise in content management, digital marketing, and graphic design.

WORK EXPERIENCE

WEB CONTENT SPECIALIST

University of Utah DEC 2022-Present

- Apply strong writing, editing, and proofreading abilities to each assignment to produce the best possible content.
- Provide quality website and content management
- Write content for the websites, content design, and layout.
- Usability testing and methodologies, SEO, accessibility
- Website migration
- Planned, developed, and designed campus websites using a CMS Web Solution
- Used Agile Scrum methodology to facilitate web-related projects

WEB PROGRAMMER

Utah Valley University AUG 2021- DEC 2022

- Planned, developed, and designed campus websites using a CMS Web Solution
- Worked in a ticketing system to manage all incoming web requests from campus departments
- Curated website updates and design to meet client needs and campus web standards
- Managed and provided technical support to two campus departments with over 500 web pages
- Used Agile Scrum methodology to facilitate web-related projects

WEB CONTENT INTERN

University of Utah APR 2021 - AUG 2021

- Provided front-end website development using Drupal and Cascade web solutions
- Responsible for completing QA sheets for over 1000 web pages to match campus standards
- Curated website updates and design to meet campus web standards