

# Sam Bissell

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## Experience

### Freelance

Remote

Web Developer / Graphic Designer

August 2018 - Present

- Design, build and maintain websites using Javascript, HTML, and CSS.
- Create social content, stationery, logos, and packaging for small businesses.

### DR Power / Country Home Products

South Burlington, VT

Web Developer

January 2022 - July 2023

- Optimized user experience to improve conversion rate by over 10% YOY.
- Coordinated with an offshore engineering team to prioritize short-term and long-term tasks.
- Communicated status of engineering projects to internal stakeholders.
- Organized and maintained accurate product data in coordination with merchandisers.
- Led a team of developers in Regression Testing for bi-weekly releases.
- Performed User Acceptance Testing for new internal tools and a B2B portal.

### Vermont Folk Rocker

Starksboro, VT

Web Developer / Marketing Specialist

December 2019 - May 2022

- Maintained the company website, incorporating PHP elements.
- Built and launched a temporary online store, accounting for upfront and ongoing costs.
- Reviewed Facebook Insights and performance data including demographics and activity.
- Designed and develop visual assets using Adobe Creative Suite.
- Ensured consistency of tone and voice across all content.

### Lewis Creek Farm

Starksboro, VT

Sales & Marketing Specialist

March 2019 - January 2021

- Developed and maintained relationships with wholesale customers, increasing profits by 5% to 10% YOY.
- Redesigned website homepage to incorporate mobile-first design principles.
- Designed marketing materials for web, print and social.
- Processed payroll, accounts payable, and accounts receivable functions.

### Weldon Owen

San Francisco, CA

Production Manager

July 2017 - July 2018

- Coordinated with production and shipping vendors to ensure timelines were met in 100% of cases.
- Negotiated with vendors to secure cost at or under budget by an average of 3%.
- Informed internal and external stakeholders on status of projects.

### Minted.com

San Francisco, CA

Lead Designer

March 2016 - July 2017

- Scaled team 4x in size, implementing hiring criteria, training material, and evaluation requirements, effectively managing growth and maintaining quality standards.
- Successfully trained offshore partners in the Philippines, ensuring smooth collaboration and effective communication.
- Developed productivity and accountability tracking system for design, production, and engineering teams, resulting in increased efficiency and improved performance.
- Reduced error rates across departments by an average of 15%, improving overall quality control and customer satisfaction.
- Utilized data and reporting to provide roughly 25% improved Year Over Year performance on a 100%+ increase in volume, driving significant revenue growth.
- Hosted and facilitated successful interdepartmental meetings, establishing clear action items, goals, and follow-through for increased cross-functional collaboration.
- Coordinated cross-functionally with supply chain and engineering to ensure seamless production, streamlining operations, and improving customer experience.

Technical Skills	Education
HTML, CSS, Javascript, Figma, Adobe Creative Suite, Photoshop, Illustrator, XD, After Effects, Canva, Asana, Jira, Azure DevOps, Smartsheet, Salesforce	Google Professional Certification: Project Management Google Professional Certification: UI / UX Design BFA Animation   California College of the Arts