

# 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 Developer Specialist

September 2024 – January 2025

- Created a responsive WordPress website, improving user engagement by 52% 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

## PROJECTS

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### Recipe Finder

Creator

- Designed and built a full-stack recipe search application that allows users to search for meals based on ingredients or dish name.
- Used PHP to handle API requests securely on the server side and to process user-submitted data.
- Created a responsive front-end layout with HTML, CSS, and JavaScript, ensuring usability on all screen sizes.
- Handled real-time recipe data via a third-party API and displayed dynamic content without page reloads.

## SKILLS

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**Skills:** HTML, CSS, JavaScript, Bootstrap,

**Back-End:** PHP, MySQL, Restful APIs

**CMS & Deployment:** WordPress, Vercel, GitHub

**Web Principles:** SEO, 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

## CERTIFICATE

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