

# DOMINIQUE GOLIGHTLY

SENIOR SOFTWARE ENGINEER

## CONTACT

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## SKILLS

### Development

HTML  
CSS/SASS  
Vanilla JS  
ReactJS  
AngularJS  
Typescript  
jQuery  
PHP  
MySQL  
API

### Design

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Figma  
Axure  
Invision

### Tools

Salesforce Marketing Cloud  
Adobe AEM  
Adobe Target  
Adobe Analytics  
WordPress  
Oracle  
Microsoft SQL  
Epic EHR  
IBM Websphere Commerce

## EDUCATION

**Adobe Target Business  
Practitioner Expert - AD0-E406**  
Adobe, In Progress

**Internal SASS Training**  
Cornerstone Brands, 2018

**Front-End Web Development**  
General Assembly, 2016

**BA, Business Admin -  
Marketing**  
AIU - Atlanta, 2008

## SUMMARY

Driven professional with over 7 years of experience in systems and software development. Extremely passionate about creating intentional experiences through user testing and a proficient understanding of data analytics. Communicates and performs with a sense of urgency, adaptability, and thrives in a fast-paced collaborative setting.

## EXPERIENCE

### Senior Front End Web Developer

Sep 2021 - Sep 2023

#### Mercy Hospital - St. Louis, MO

- Collaborated with UX designers, product managers, data analytics and marketing teams to implement Adobe Target solutions, manage offers in AEM, and create audiences
- Executed personalized experiences on our digital platforms using Adobe Target to develop, QA, and activate A/B tests to measure the impact of different variations on user engagement and conversion rates; Analyze test results to provide data-driven recommendations for website and app enhancements
- Developed features and applications in both ReactJS and jQuery to be delivered to the AEM development team ensuring a smooth implementation of successful personalized experiences and A/B tests as well as optimizing front-end code for performance and responsiveness

### Web Designer/Developer

Jan 2019 - June 2021

#### Primerica - Duluth, GA

- Built reusable code and libraries dedicated to yearly internal websites for upcoming incentive trips for top-earning insurance sales reps, designed and optimized applications and websites for speed and scalability, integrated data from various back-end services and databases
- Collaborated with writers, animators, video editors, and UI/UX designers to create and update content for a dozen customer-facing websites including three WordPress websites, ensured responsive web design for consistent user experiences across devices
- Conducted performance analysis and optimization to enhance user satisfaction and SEO rankings, ensured accessibility compliance to provide inclusive user experiences, implemented security measures to protect websites and user data

### Front End Ecommerce Web Developer

Aug 2016 - Sep 2018

#### Ballard Designs, HSNi -Atlanta, GA

- Used expertise in visual, interactive design, and code execution to deliver engaging experiences to enhance online shopping experience for the upscale home decor retail brand
- Monitored and tracked system processing and performance indicators to ensure business requirements were met
- Worked closely with Salesforce and other 3rd party solutions providers to enhance the business capabilities and allow for smooth integrations
- Managed and executed approximately 20 projects each month that ranged in level of difficulty within a fast-paced, team-oriented environment
- Proposed and initiated creative solutions using outside resources such as Bazaarvoice

### Interactive Web Designer

Jan 2011 - Jun 2014

#### PRIME Education -Atlanta, GA

- Developed interactive sitemaps, wireframes, emails, banner ads, videos, and other web design concepts
- Collaborated with the project manager and creative team to strategize the design and flow of multimedia educational content from Oncologists at international medical conferences in real time for efficient access
- Integrated multimedia elements to enrich web design for intuitive interfaces and user-friendly experiences and engage users while ensuring brand consistency and professional image across digital assets