



Tessa McKenzie Kleiner

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Profile

Multi-disciplined, web-focused designer fluent in Adobe suite and a background in WordPress development. I have produced websites with a quick turnaround, serving a very broad range of industries and entrepreneurs. Graduated Higley High School in 2013 with 3.3 GPA, accepted into Adobe's General Assembly 2024 course and pursuing a degree with WGU. I freelance as an illustrator and aim to continue learning and improving my skills at every chance.

Frontend Website Development WordPress, HTML & CSS, Figma mockups.

SEO and Data Analysis Google Search Console and Trends.

Content Management Google Drive and Microsoft Office, and Trello for agile development.

Design and Content Creation Tools Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects).

Experience

Newfold Digital (fmr. Endurance International Group)

WordPress Website Developer | Dec 2016 - Aug 2017

- WordPress developer and consultant, delivering user-friendly startup websites with 14-day turnaround deadlines. Engaging directly with clients and providing coaching to peers, enhancing efficiency, and increasing customer retention rates.
- Navigating SQL and file structures to move websites at launch, basic DNS configuration.

WordPress Live Customer Support Representative | Aug 2017 - Aug 2022

- Played a vital role in WordPress Live Support chat and email ticket system with an exceptional satisfaction score averaging 98%, effectively developing and troubleshooting general start-up and ecommerce websites.
- Assisted clients by translating requests into HTML & CSS with notations.
- Training support specialists by collating reference material and providing one-on-one sessions to develop soft skills, resulting in >15% improvement in agent retention.

ON Advertising

Marketing Designer | Aug 2022 - March 2023

- Designed and delivered marketing collateral for clients in government, healthcare, and hospitality sectors across the nation; driving increased brand recognition and customer interactions and improving online presence for our clients.
- Adaptability in seamlessly switching between using Windows and Apple computers. Collaborated in daily scrum meetings with an agile creative team, to strategically approach a diverse range of marketing collateral focused on enhancing brand visibility and engagement. Assuring quality for all projects, ranging from web optimization to proofing print files.
- Developed automation tools using Google Apps Script to help organize 30 years worth of project files and stock images, streamlining the design process.