

Katina Taylor

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Professional Portfolio: katina-taylor.com

Web Development Specialist

Versatile web developer with expertise in front-end development, content strategy, and user experience. Skilled in building accessible, responsive websites that serve both enterprise-scale needs and independent creators. Translates complex requirements into intuitive, visually compelling digital experiences, balancing design integrity with long-term usability.

CORE COMPETENCIES

Front-End Web Development • Web Design • User Experience (UX) • Content Management Systems (CMS) • Accessibility
SEO Strategy • Graphic Design • CMS Training & Client Enablement • Digital Content Strategy • Web Publishing
Website Migration • Platform Modernization • Technical Troubleshooting • Analytics & Performance Tracking

EXPERIENCE

BRIGHTBRANDS | Falling Waters, WV

06/2023-Present

Web Development Specialist

- Provide freelance consulting services to design and develop responsive websites for writers, artists, and small business; leverage scalable CMS solutions, including WordPress and Wix, strategically selecting low-code platforms to deliver technically sound, visually engaging sites that empower clients to maintain content autonomously.
 - Guide clients through backend tools, teaching them how to manage content, publish posts, and maintain SEO.
- Create original logos, banners, and graphics using Adobe Photoshop, Inkscape, and generative AI tools such as Adobe Firefly, blending modern design trends with each project's unique requirements.
- Develop and customize front-end interfaces using HTML, CSS, and Bootstrap, with enhancements in PHP and basic JavaScript as needed, ensuring functional, accessible, and user-friendly experiences aligned with Section 508 compliance and modern UX/UI standards.
- Serve as technical consultant and ongoing support resource for clients; proactively identify and resolve website issues, plugin conflicts, and content structure inefficiencies.

Select Achievements/Engagements

- Designed and built full WordPress site for author and podcaster; introduced blog and media sections, custom graphics, and SEO setup. Provided ongoing training, plugin setup, and troubleshooting support.
- Launched polished, SEO-friendly marketing site for local green cleaning business. Delivered full copy layout, services directory, contact forms, and FAQs.
- Developed custom solution to automate RSS feed integration for long-form writer, enabling seamless publishing workflows across both email newsletters and website content.
- Rebuilt writing forums into scalable CMS-based platforms, dramatically improving navigation, content discoverability, and user participation via restructured layouts, modular features, and simplified content publishing tools.

SODEXO | Gaithersburg, MD

06/2017-06/2023

Web Publishing Manager

- Oversaw content strategy and publishing for Sodexo's public-facing North American website, supporting key business segments, including healthcare, education, and corporate services.
- Translated project requirements into accessible, UX-optimized web formats in collaboration with project managers, content owners, and segment leaders.
- Published and maintained high-volume content, including blogs, reports, research, and marketing assets, ensuring full compliance with Section 508 and WCAG accessibility standards.
- Managed all web publishing requests for changes and updates to North American corporate site, tracking changes within Welcome platform to mitigate future errors and maintain records for reference.
- Created preview pages and accounts for segments as needed, maintaining open lines of communication to relay updates and receive changes while managing multiple requests and projects.
- Coordinated and implemented content migration to new, updated systems when relevant to prevent content loss. Trained colleagues and cross-functional teams on current CMS while spearheading problem-solving efforts.

Select Achievements

- Led complete site migration in 2021 by redesigning content architecture and reformatting pages to align with new CMS templates, streamlining UX and reducing publishing errors.
- Created previously nonexistent documentation regarding guidelines and limitations for modules, layouts, and capabilities available in new template and Jahia CMS. Continually update and maintain documentation as needed.
 - Documentation eliminated frequent misunderstandings with Project Managers regarding strict content requirements, significantly reducing unnecessary, inefficient communication.
- Supported enterprise-wide accessibility modernization efforts by helping redefine internal compliance standards and creating training resources for broader team enablement.

THE FREDERICK NEWS-POST | Frederick, MD

11/2011-05/2017

Web Developer

- Developed and maintained newspaper's sites and microsites using standard CMS tools, including WordPress, BuddyPress, bbPress, and TownNews BLOX. Built responsive web properties compatible with standard devices.
- Led key web projects by estimating scope of tasks, strategies, and costs to forecast necessary resources, effectively communicating between departments to identify critical needs and achieve buy-in.
- Transformed wireframes, PSD files, and complex verbal instructions into functional sites and engaging content.
- Designed, tested, and sent out responsive email campaigns on MailChimp and Active Campaign. Supported highly technical aspects of social media strategies involving use of social networking sites and blogs.
- Provided technical and analytical support, such as development, testing, debugging, and deployment of both custom and packaged business applications, to reporters and other internal teams.
- Integrated, managed, and troubleshoot third-party software and services while continually researching and implementing new technologies to optimize web property performance.

Select Achievements

- Revamped all platforms using responsive, mobile-friendly code aligned with industry standards by eliminating nonresponsive, flat-file pages from newspaper's sites and hand coding HTML, CSS, and Bootstrap frameworks.
- Implemented and managed Google Analytics and Quantcast to monitor performance of all web properties.

FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) | Emmitsburg, MD

06/2008-11/2011

Senior Webmaster

- Contracted to lead design, development, testing, implementation, and maintenance of FEMA's Emergency Management Institute (EMI) websites, ensuring high availability of online training resources and critical public information.
- Managed integrity, security, and performance of EMI's digital platforms, including databases, online course portals, and learning management systems (LMS).
- Communicated regularly with internal customers in thorough briefings, preparing technical status reports and presenting information to internal and external federal stakeholders.
- Evaluated potential new internet services and technologies to make strategic recommendations to leadership team regarding upgrades and new inclusions to EMI web properties.
- Created web pages that met technical requirements of graphical, text, and voice-based browsers in compliance with 508 regulations and crucial accessibility guidelines.
- Gathered and analyzed usage and performance statistics from internet services for training.fema.gov and emilms.fema.gov sites using Webtrends and Akamai tools.
- Implemented secure information policies, principles, and practices when delivering internet services.
- Aligned new training.fema.gov site and subsections with well-known FEMA image by designing new overall look. Streamlined and improved overall technical design and structure of EMI web properties and online courses.

TECHNICAL

- **Front-End:** HTML, Bootstrap, CSS, Responsive Web Design
- **Web & Graphics Software:** Dreamweaver, Adobe Photoshop, Inkscape. Adobe CS
- **CMS:** WordPress, BuddyPress, BuddyBoss, TownNews (BLOX), Jahia
- **Databases:** SQL, MySQL, MariaDB, Access, Microsoft Excel, CSV
- **Code:** ADA Accessibility, 508 compliance
- **WordPress Builders:** Elementor, Divi, Beaver Builder, and Gutenberg