

MIRANDA HIX

Anderson, SC 864.221.1844 mandihix@gmail.com www.mirandahix.com

About Me

Experienced Web Developer seeking a full-time position in a creative environment. Highly motivated, creative, and dependable individual. Able to work in groups or alone and complete tasks in a high-pressure environment. Consistently maintain a positive attitude and enjoy helping people understand web development from designing the user experience through development and reviewing analytics to ensure goals are met. Leadership style is a cross between coaching and collaboration. Mentor my team members to become their best in a professional setting and enjoy pushing for cross-collaboration at the University because we all have a part to play in the larger view here.

Certifications

Web Analytics for Higher Education

Higher Ed Experts

Digital Accessibility

SxSW Masterclass

Experience

Division of Marketing and Communications – Clemson University ***Director of Web Services – 2018-present***

Responsible for the user experience and brand compliance of the entire clemson.edu webspace. Directed the web team of 5 through a full web redesign life cycle, including research, development, product release, QA testing, debugging, code reviews, and leadership updates. Now that the redesign is complete, we have switched to an agile pattern of small design tweaks to ensure a positive user experience. We are also working on the SEO of the gateway pages to certify top tier content for our users. On a day-to-day basis I get to focus on:

Setting project schedules, managing stakeholder expectations and providing timely communications and reporting regarding project progress.

Direct all maintenance requests for websites to ensure that my Web Team can sustain the site information.

Collaborate with cross-functional teams to conduct data analyses of departmental site performance, traffic, and utility when compared to other departmental pages.

Work with the Content Strategist, SEO experts and Marketing teams to develop a cohesive top-level website architecture that tells the Clemson story and to restructure departmental websites.

Directing the team through the creation and enhancements of web applications for public-facing sites using PHP, HTML, CSS, and JavaScript as needed for processes at the University.

Collaborate with Web Managers across the University to make the website accessible and fully WCAG 2.1 AA compliant, although we have the gold standard for WCAG 2.0 compliance for a Southeast university.

Create effective and holistic dashboards and presentations for executive leadership on digital marketing effectiveness.

Ensure data accuracy of Google Analytics by investigating data anomalies.

Produce Web Governance and Web Strategy documentation and Content Management Training to go along with new designs and Web Style guide.

As a part of the Diversity & Inclusion Strategic Planning Team for the division I helped establish and implement a strategic plan focused on diversity and inclusion. We also set ways to assess and track the goals of the strategic plan.

The Graduate School – Clemson University Director of Web Technology – 2014-2018

Transformed the Graduate School's website in a content management system, restructuring the content, redesigning the layout, and managing the content on an ongoing basis.

Developed multiple web applications for different processes within the Graduate School.

Other relevant tasks:

Created website material and optimized landing and home pages within the content management system.

Facilitated the development of a system for easy maintenance of web pages for all programs offered at the graduate school.

Developed and implemented a web application that allows online registration by students for the Graduate School's Professional Development flagship program called GRAD 360°. This allows students and faculty/staff to track events and earn certificates of completion in different areas of professional development.

Established specialized queries to pull from two different database systems (Oracle and MySQL) that feed a single reporting system for our Institutional Research Analyst.

Created registration portals for events such as Orientation, Doctoral Hooding Ceremonies, and Defense Calendar scheduling along with the back-end tools to view participation charts and graphs.

Produced specifications and mobilized the project of a cross-functional system that would track each graduate student's necessary credits to fulfill their degree requirements and

ensure that all necessary approvers, from Deans to Program coordinators, signed off on their plan of study.

Reviewed analytics to reassess goals and strategies for the website.

Served as a technology consultant to Graduate School personnel.

dscTech, Inc.

Software Engineer – 2007-2014

Responsible for working on a range of technical and administrative projects, interacting with clients, back-end developers, and administrative staff.

Met and corresponded with clients to determine client needs company websites and/or specialized software development.

Developed business web sites and portals based on the client's needs, with cross browser compatibility in mind.

Created large-scale web applications with Telnet functionality using Visual Basic and ASP.Net.

Worked directly with Senior Software Engineers to develop a specialized API from the Telnet Software to feed custom-built web systems.

Configured hardware to work with proprietary software programs.

Awards and Acknowledgements

2021 Standout Project of the Academic Year / COVID-19 Website

The COVID-19 website was integral in sharing the ever-changing information to everyone across campus promptly. It houses information on what to do if exposed, what the travel procedures are currently at the University, information for researchers, and a testing dashboard that shares current results on campus.

2020 Gold Award / Digital Media-Website Redesign for clemson.edu

Orchestrated a full redesign with a team of 5 direct reports and colleagues within the Division of Marketing and Communications. Our hard work was awarded the Gold level by MarCom Awards.

2020 Gold Award / Admissions Website or Microsite

During our redesign a huge focus of the user experience, as well as content creation, focused on the Admissions portion of the website. The Education Digital Marketing Awards committee awarded us with Gold for this category.