
NICKI POLEN

Senior Website Designer, Developer & Web Strategist

WordPress · Webflow · Technical SEO · Website Strategy

✉ nicolempolen@gmail.com | 📞 719-238-6693 | 🌐 pixelpusherdesigns.com | [in linkedin.com/in/npolen](https://www.linkedin.com/in/npolen)

PROFESSIONAL SUMMARY

Senior Website Designer & Developer with 16+ years of experience designing, developing, and optimizing high-performing WordPress and Webflow websites that drive business growth. Blends UX, technical SEO, performance optimization, analytics, and conversion strategy to build websites that attract traffic, generate qualified leads, and improve customer experiences. Trusted to lead enterprise websites from strategy through launch while partnering with Marketing and cross-functional teams to deliver measurable business results.

CAREER HIGHLIGHTS

- ▶ 200+ Websites Delivered
- ▶ Enterprise Website Owner
- ▶ 16+ Years Experience
- ▶ WordPress & Webflow
- ▶ Website Strategy Expert
- ▶ Technical SEO & Performance
- ▶ End-to-End Website Ownership
- ▶ GA4, GTM & Search Console

TECHNICAL SKILLS

- ▶ WordPress
- ▶ WP Engine
- ▶ Webflow
- ▶ HTML5
- ▶ CSS3
- ▶ JavaScript
- ▶ jQuery
- ▶ PHP
- ▶ Google Analytics 4
- ▶ Google Tag Manager
- ▶ Google Search Console
- ▶ Figma
- ▶ Adobe Creative Suite

AREAS OF EXPERTISE

- Strategy
 - ▶ Website Strategy
 - ▶ Website Launches
 - ▶ Design Systems
- Optimization
 - ▶ Technical SEO
 - ▶ Performance Optimization
 - ▶ Core Web Vitals
 - ▶ Accessibility
- Design
 - ▶ UX Design
 - ▶ Responsive Design
 - ▶ Conversion Optimization
 - ▶ Information Architecture

PROFESSIONAL EXPERIENCE

Senior Web Designer/Developer & Web Strategy Lead Beyond Pricing

- ▶ Served as the sole owner of Beyond Pricing's enterprise Webflow marketing website, leading strategy, UX, design, development, technical SEO, analytics, performance optimization, and long-term website evolution supporting product marketing, customer education, lead generation, and company growth.
- ▶ Led the complete redesign of Beyond Pricing's marketing website from strategy through launch, modernizing the user experience, improving navigation, strengthening technical SEO, and creating a scalable foundation for future growth.

- ▶ Served as the primary web partner for Marketing, translating business goals into high-performing digital experiences while prioritizing the website roadmap, stakeholder requests, conversion optimization, and continuous website improvements.
- ▶ Acted as the organization's subject matter expert for all website initiatives, advising stakeholders on UX, SEO, performance, and technical feasibility while ensuring the website evolved alongside business priorities.
- ▶ Resolved more than 7,000 technical SEO issues identified through Semrush Site Audit, strengthening website health, improving crawl efficiency, and contributing to stronger organic search performance.
- ▶ Owned Google Analytics 4, Google Tag Manager, Google Search Console, event tracking, and conversion reporting, enabling Marketing to measure campaign performance, user behavior, and lead generation with confidence.
- ▶ Designed and launched landing pages supporting product launches, webinars, paid campaigns, and demand generation initiatives, partnering directly with Marketing to improve lead conversion.
- ▶ Built reusable Webflow components and a scalable design system that accelerated page creation, improved content publishing efficiency, and ensured consistent brand experiences across the website.
- ▶ Collaborated with Engineering on proprietary booking engine experiences, improving front-end usability while supporting complex customer workflows.
- ▶ Coordinated website releases, QA testing, troubleshooting, and production deployments while maintaining website reliability across development, staging, and production environments.

Website Designer/Developer & Project Manager Blizzard Internet Marketing /

RedAwning

- ▶ Managed a portfolio of up to 100 WordPress and reservation websites, balancing client priorities, ongoing maintenance, security, feature development, and production support across multiple simultaneous projects.
- ▶ Designed and developed custom WordPress websites from concept through launch for vacation rental companies across North America.
- ▶ Served as Project Manager for new website engagements, leading client discovery, project planning, design reviews, development, QA, launch, and long-term website support.
- ▶ Performed technical SEO audits that identified opportunities to improve website performance, search visibility, accessibility, and user experience.
- ▶ Worked closely with Marketing, SEO specialists, and clients to implement conversion-focused website improvements, landing pages, analytics, and tracking solutions.
- ▶ Trained website owners on WordPress CMS, empowering clients to confidently manage website content after launch.

- ▶ Collaborated with Sales to refine website offerings, improve pricing strategies, and support pre-sales conversations with prospective clients.
- ▶ Developed internal documentation and streamlined website processes that improved project efficiency and team collaboration.

Website Designer & Developer Tag Team Design

- ▶ Designed and developed custom WordPress websites for clients across multiple industries, managing each project from discovery through launch.
- ▶ Created responsive website designs focused on user experience, branding, and conversion optimization.
- ▶ Built custom themes, configured CMS functionality, and trained clients on website management.
- ▶ Served as the primary client contact throughout projects, ensuring successful delivery, communication, and long-term client satisfaction.

Graphic Designer, Web Master & Email Marketing Manager RAM International, Inc.

- ▶ Managed the online presence for 30+ restaurant brands, maintaining seven websites while designing and launching new websites supporting marketing initiatives.
- ▶ Developed responsive websites using HTML, CSS, JavaScript, and jQuery while ensuring consistent branding across multiple restaurant concepts.
- ▶ Managed email marketing campaigns for more than 140,000 subscribers, creating and deploying targeted campaigns that supported promotions, customer engagement, and revenue growth.
- ▶ Designed 30 to 40 marketing assets each month, including print collateral, digital advertising, restaurant promotions, menus, and branded marketing materials.

EDUCATION

Bachelor of Fine Arts in Graphic Design · Colorado State University, Fort Collins, CO