



Skyler Calibey
sky@bigthink.com
860.462.6780

What I've Done

As a cofounder of a web design and digital marketing LLC, I've built websites, marketing campaigns, business relationships, and a clientele of business owners whose websites convert site traffic into leads.

What's Next

I want to continue building myself as a business person. I am eager to find a new opportunity on a larger scale so I can get better at getting better.



BigThink, LLC

Partner • Employed since summer 2012

UX Design

- Wireframed and developed brand-bolstering websites that included custom graphics, information architecture, and site mapping on WordPress

Account Management

- Partnered in business development and networking that has resulted in over 50 active clients
- Fostered client relationships and have converted their referrals into business

Strategy

- Created, tested, and executed email, Facebook Ad, and Google AdWord campaigns for clients with follow-up analytic reports
- Worked for and with clients to help improve their sites' SEO (Search Engine Optimization) resulting in higher search rankings and increased lead generation



General Assembly one week intensive UX course - 2016



Proud UConn Husky (Storrs) 2013

Bachelor of Arts, Political Science • Economics Minor

What Else

Tools

- Wordpress
- Adobe Suite
- Sketch App
- POP Prototyping, InVision
- Sublime Text Editor
- Google Adwords, Analytics
- Microsoft Office and Apple Suite

Additional

- HTML, CSS
- Inbound marketing certified
- Published Marketing Co-Author of the Blogs "[Use Your Spidey-Sense to Enhance Your Web Presence](#)" and "['No soup for you!' Email Marketing Lessons From Seinfeld](#)" on marketingprofs.com
- **View my portfolio site at [SkyCalibey.com](#)**