

# Leigh Olesen

## Web Strategist & Developer

Leigh@Neptunellume.com

### Skills

Full-stack web development, user experience, user interface & digital media design, marketing & branding strategy, training, communications & sales, metric reporting, project management, 3D modeling, 3D & 2D animation. 14 years of professional experience across roles as consultant, developer, designer, business owner, teacher, and web development manager.

### Experience

#### Neptune Illume / Freelance Developer & Strategist

June 2007 - PRESENT, Remote

- Full-stack web app development and design, encompassing user research, content strategy, UX/UI design, wireframing, build, database integration, and hosting
- One-stop shop for email & social media marketing, search engine optimization, brand development, content development, marketing strategy, and analytics
- Utilizes React/Redux, Next.js, TypeScript/JavaScript/jQuery, HTML5, SASS/SCSS/CSS, .NET/C#, PHP, Firebase/Firestore, SQL, Jest, CI/CD (Azure DevOps), D3 data visualization
- Expert in CMS custom themes

#### SystemArchitecture.NET / Software Developer & UX Consultant

August 2017 - January 2019, Remote

- Full-stack web development and design
- Build user interfaces for web and Windows-based applications using JavaScript/jQuery, .NET, C#, and Bootstrap library
- Write stored procedures for .NET/C# applications
- Assist in SQL database architecture
- Develop eCommerce and storefront solutions for Wordpress websites using PHP, JavaScript/jQuery, HTML, and CSS
- Design beautiful and intuitive user experiences, engaging with clients to collect conceptual framework and business needs, transforming these into wireframes
- Lead marketing and branding strategy projects
- Communicate directly with large and small business clients

#### Himalayan Institute / Web Development Manager of Creative Services Team

October 2015 - January 2017, Honesdale, PA

- Manage the planning and execution of a complete rebuild for the [Himalayan Institute's website](#) and [Global Humanitarian Projects website](#)
- Lead content, branding strategy, implementation, and QA testing of all web projects, working with the Creative Services department, department heads, and the Himalayan Institute community
- Revitalize the branding of all digital and print materials with a new style guide, based on a customer-driven marketing strategy
- Implement the front-end interfaces and the data-driven interactive elements of the websites, including the [Wisdom Library](#) subscription service, using PHP, jQuery, CSS, and HTML
- Harmonize management, marketing, design, and development voices for a successful team effort
- Build the website for the Himalayan Institute's health center, PureRejuv
- Strategize framework and appropriate technology across all sites for long-term financial success
- Implement a cohesive marketing strategy for digital content, email, social media, and digital ads
- Digital marketing producer of blog posts, videos, web content, social media, and emails
- Run technology training within the Creative Services department
- Oversee new-hire interviews for the web development team

## **Health Advocate / Senior Interactive Developer in Marketing**

August 2013 - October 2015, Plymouth Meeting, PA

- Spearhead development of all projects for the marketing department, including websites, animations, videos, and email communication projects
- Build custom Wordpress theme for the [Health Advocate blog](#)
- Build customer-facing tool [Medical Visit Checklist Builder™](#) using ASP.NET and C#
- Establish metric reporting for all marketing materials, including email and website user data

## **Bristol-Myers Squibb / Senior Developer in Marketing**

November 2010 - May 2012, Princeton, NJ

- Lead developer in BMStudio's first in-house touchscreen presentation, regarded by the Sales team as the best presentation they had ever seen
- Develop touchscreen closed-loop promotions for PC and iPad, using Exploria's e-detailing platform, 3D graphics and animations, Actionscript 3, Javascript, XHTML, and CSS
- Composite 3D presentations for stereoscopic 3D monitors with Magnetic 3D's Mixture
- Design comps using Adobe InDesign and Photoshop

## **General Physics / Developer**

May 2010 - October 2010, Pottstown, PA

- Design and develop custom eLearning solutions including GUI shells, web-based courses, simulations, online games, memorization tools, and quizzes
- Develop style guides and templates
- Interface with instructional designers, project managers, and clients

## **Education**

### **Drexel University / B.S. Digital Media Major, Fine Art Minor, Graduated with Honors**

September 2005 - June 2009, Philadelphia, PA

Liberal arts curriculum focused on 3D modeling and animation, human-computer interaction, web development, programming principles, design, new media theory, photo, audio, and video processing.

### **FreeCodeCamp / Web Development Certifications**

January 2020 - March 2020, Online Program

Completed three certifications in Responsive Web Design, JavaScript Algorithms and Data Structures, and Front End Libraries. [View my completed projects here.](#)

### **Marie Forleo / B-School, Marketing Certification**

March 2020 - May 2020, Online Program

Includes modules on profit plan, website strategy, communication, list building, offerings, marketing, analytics, Facebook Ads.

### **Marie Forleo / The Copy Cure, Copywriting Certification**

May 2020 - June 2020, Online Program

Includes sections on how to write and organize website copy, high-converting emails and email headlines, strategizing customer onboarding and more.

**Additional  
Professional  
Experience &  
Education**

**Neptune Yoga / Yoga Teacher**

June 2011 - PRESENT, Remote

- Over 100 hours of teaching experience, including classes and workshops held at Chill Yoga in Lewiston, ME and Yoga International in Honesdale, PA
- Buddhist studies including accredited 3-month summer course at Gomde Germany-Austria through the Rangjung-Yeshe Institute (2018), 30-day November course at Kopan Monastery in Kathmandu, Nepal (2019), and beginner and intermediate courses at Tushita Meditation Centre in Dharamshala, India (2018)
- 2016 graduate of the 500-hour Yoga teacher training taught by the Himalayan Institute faculty: Rolf Sovik, PsyD, Sandra Anderson, Shari Friedrichsen, and Judy Moulton
- 2015 graduate of the Ayurveda Yoga Specialist certification training with Kathryn Templeton, MA, RDT/MT, E500RYT, AYT, C-IAYT, and Ayurveda Practitioner
- 2013 graduate of the 250-hour Vinyasa Yoga teacher training and 2012 graduate of the 40-hour Yin Yoga teacher training taught by Corina Benner, Director of Wake Up Yoga in Philadelphia, PA
- Attendee of over 200 hours in workshops, lectures, and practicums on the psychology of yoga, meditation, yoga nidra, and Samkhya philosophy with renowned teachers including Pandit Rajmani Tignunait, PhD, Rolf Sovik, PsyD, and Anodea Judith, PhD
- Teach private, individual, group, and office Yoga classes, as well as Ayurveda consultations
- Yoga Alliance certified, RYT-500

**Awards**

**2015 Platinum Hermes Creative Award / Category: Blog (overall), 2015**

**2015 Gold Hermes Creative Award / Category: Pro Bono, 2015**

**Activities**

**Nest Copenhagen / Chair, 2021**

**Girls in Technology Camp at Colonial School District / Photoshop Teacher, 2013**

**Drexel Game Developers Group / Vice President, 2008-2009**

**SIGGRAPH Drexel University Chapter / Freshman Representative, 2005-2006**