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PROFESSIONAL EXPERIENCE

Freelance – Denver, CO

Web Developer (January 2025 - Current)

- Design, build, host, and maintain secure, responsive websites (custom domains, business email, CDN, multilingual support, unlimited SSL, automated backups).
- Implement e-commerce & bookings: tiered packages, secure checkout (major credit cards + PayPal), automatic invoicing, CSV order exports, appointment booking tools.
- Deliver analytics and reporting to clients (weekly financial/site reports), plus ongoing site management and performance monitoring.

Selected Projects:

- *Music artist website* (May 2025): Designed a polished site for a music artist with embedded music/video, box-office links and booking form to increase discoverability and bookings.
- *Services e-commerce site* (Apr - May 2025): Built service appointment flows for a Colorado-based business with tax-integrated checkout; provide owner weekly financial analytics and order/invoicing automation.

Deckers Brands – Denver, CO

Social Media and Communications Coach (June 2023 - Current)

- Maintain Help Centers & Gladly policy articles, produce customer-facing templates, and archive documentation; coach a small comms team to respond to low-rated reviews within legal SLAs.
- Produce data-driven reporting and a monthly Ops newsletter distributed to hundreds of employees; coordinate cross-functional communications with marketing and product teams.

Selected Projects:

- *Oversold cancellation emails* (Nov 2024 - Feb 2025): Supported sending 19,331 automated emails (18,972 with coupons); analysis showed 93% open rate, 20,481 clicks, and 1,618 purchases.
- *Internal knowledgebase switchover* (Aug 2024): Migrated/expanded 110 Gladly articles into 367 ProProfs pages across 84 folders.
- *Power Reviews Overhaul* (Jun 2023 - Apr 2024): Led a 5-person team to clear 9,653 backlog product reviews across five brands; cut average response time from 77.7 to 49.3 hours (-36.6%)

Social Media and Communications Representative (September 2021 - June 2023)

- Managed social-first support across 18 accounts (4.2M+ followers), handling ~140k annual contacts and escalations while meeting SLAs.
- Created ops/training resources used company-wide; led Help Center article consolidation (reviewed 456 articles → consolidated to 92).

Selected Projects:

- *Help Centers: FAQ Answers Consolidation* (June 2022 - August 2022): Reviewed/updated 456 public policy articles across five brand Help Centers, consolidating 408 to 80, creating 44 new articles for previously unaddressed scenarios, reducing the total to 92 articles.

Customer Care Representative (October 2020 - September 2021)

- Delivered multi-channel support for UGG, HOKA, Teva, Sanuk, and Koolaburra by UGG; standardized case documentation and created reusable knowledge flows for escalations.

EDUCATION

University of Northern Colorado – Greeley, CO

Monfort College of Business (Dec 2019)

Bachelor of Science - Software Engineering, Business Administration Minor

Club Sports and Intramural Supervisor (Aug 2018 – Dec 2019)

Intramural Game Manager (Aug 2017 – Aug 2018)

Intramural Referee (Aug 2016 – Aug 2017)

TECHNICAL SKILLS

- **Web & Application Development:** Full Stack Development, Website Design, Responsive Design, UI, UX
- **Databases & Analytics:** Oracle DB, MySQL, Tableau, Data Visualization, Dashboards, Data-Driven Decision Making
- **Machine Learning & Deep Learning:** Applied ML/DL for data insights and automation
- **Cloud & Hosting:** Secure Hosting, SSL, CDN, SEO Optimization, Multi-language Sites, Site Analytics
- **Tools & Platforms:** Gladly, ProProfs, Power Reviews, OneDrive, Microsoft Suite, Analytics Platforms, Hostinger, GitHub, Shopify

CORE STRENGTHS

- Data-driven decision-making & analytics
- Strong organizational & asset management skills
- Full lifecycle website development & optimization
- Cross-functional communication & collaboration
- Training, coaching, and leadership in technical and communications roles