

Lisa Crandall

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Freelancer Crandall Creative, LLC | September 2016–Present

Freelance marketing, design, and web development services with a specialization in indie publishing and author marketing.

Frontend Developer Mole Street | August 2023–April 2025

Developed custom HubSpot templates with an emphasis on creating a seamless page editor user experience.

Worked closely with designers to find scalable solutions and create modular design systems that provided users flexibility while maintaining the design system and brand standards

Consulted on incoming projects to provide solutions and estimates

Trained clients on how to use HubSpot's Content Hub and regularly joined client calls to provide project updates, answer questions, and present completed work

Created custom email templates that utilized HubSpot's programable email functionality and developed custom HubSpot quote templates that displayed CRM and Deal data

Web Developer New Breed Revenue | January 2022–May 2023

Developed custom websites for HubSpot CMS following principles of growth-driven design

Engineered HubSpot CMS fields to maximize user experience within the page editors

Created sites based on design files delivered in software such as Sketch, Figma, or InVision, and designed additional modules where needed

Performed quality assurance testing and implemented revisions

Frontend Developer Alta Cima Corp | June 2021–September 2021

Developed web applications for internal use using ReactJS with Typescript and improved UX/UI on existing applications.

Developed WordPress themes for external use, with an emphasis on SEO

Web Developer Highnoon, Lucid Agency | October 2018–June 2021

Developed WordPress themes and updated existing sites

User tested development projects with communication and accessibility in mind, ensuring finished products are high quality and meet brand standards

Managed hosting for dozens of clients, including migrating sites to different servers, installing SSL certificates, configuring DNS records, and performing monthly maintenance

Managed A/B testing for landing pages using tools like Omniconvert and Instapage

Performed marketing tasks as needed, including managing Organic Social for a large client and managing Google My Business for a client with 30+ locations

Created documentation for new sites and conducted training meetings for clients

Managed Client Support Queue, including scoping projects, providing updates, and setting expectations for deadlines

Education Graduate Coursework, Visual Communication Design

Arizona State University • June–December 2017

B.S., English (Technical Communication and Rhetoric Emphasis)

Utah State University • May 2016