**Lisa Crandall**

lisa@thebookshelfdev.com | lisaacrandall.com

**Contractor** | **Crandall Creative, LLC | April 2025–Present**

Perform contract work as a developer, specializing in custom theme development for HubSpot CMS and WordPress, and as a HubSpot Implementation Specialist, including setting up HubSpot to Salesforce migrations.

**Frontend Developer** | **Mole Street | August 2023–April 2025**

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

Utilized tools such as GraphQL and CMS React to connect to HubSpot's CRM and load data via HubSpot Blog and HubDB APIs

Created custom email templates that utilized HubSpot's programmable email functionality

Developed custom HubSpot quote templates to display HubSpot CRM and Deal data

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

**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 React JS 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 using HTML, CSS, JavaScript, & PHP

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

Developed emails in plain HTML and for Mailchimp, Campaign Monitor, and SharpSpring

Set up and troubleshooted configurations with marketing automation platforms and CRMs

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

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