

TAMARA LUTTRELL

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SUMMARY

Front-End Developer focused on responsive design, HTML email development, and AI-assisted workflows. Brings a strong marketing mindset with hands-on experience in social media content creation, branding, and freelance client work. Backed by a decade of professional photography and visual storytelling, delivering clean code, thoughtful design, and user-focused digital experiences.

SKILLS & ABILITIES

- **Front-End:** HTML, CSS, PHP, JavaScript, responsive design, UI layout, accessibility
- **Email Development:** Table-based layouts, inline CSS, cross-client QA, mobile optimization
- **AI Skills:** Prompt engineering, workflow optimization, content generation
- **Tools:** VS Code, Netlify, Canva, Adobe Lightroom, MailChimp, Suno AI, ChatGPT, CapCut
- **Soft Skills:** Communication, client collaboration, adaptability, detail-oriented workflow
- **Social Media Content Creator:** TikTok, Instagram, Facebook

EXPERIENCE

Freelance Web Developer — Jim Maurice Insurance Agency

East Peoria, IL — Feb 2026–Present

- Building a full static website from scratch using HTML, CSS, and responsive design principles.
- Managing hosting, deployment, and DNS configuration through Netlify and GoDaddy.
- Leading all digital marketing efforts, including branded content, email campaigns, and visual assets.
- Creating a cohesive brand presence through layout design, copy refinement, and user-friendly navigation.

Freelance Web Developer & HTML Email Specialist

Self-Employed — 2023–Present

- Develop responsive websites and landing pages for small businesses.
- Build branded HTML email campaigns with cross-client compatibility and mobile optimization.
- Provide design guidance, asset organization, and annotated code handoff.
- Troubleshoot hosting, DNS, SSL, and deployment issues for clients.

Owner & Photographer — Beyond the Lens Photography

Self-Owned Business — 2014–Present

- Operate a successful portrait and event photography business.
- Manage branding, marketing, client communication, and digital editing.
- Apply visual storytelling principles to web and email design projects.

EDUCATION

Illinois Central College — East Peoria, IL

Associate in Applied Science, Web Systems/Development

Graduated December 2025 | GPA: 3.88 ·

Dean's List 2 consecutive years

Roanoke-Benson High School — Roanoke, IL

High School Diploma