

Tamara Luttrell

Digital Marketer • Front-End Developer • UI/UX Designer • HTML Email Specialist

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Summary

Digital Marketer and Front-End Developer with expertise in WordPress, responsive design, UI/UX, HTML email development, and multi-platform content creation. I build polished, user-friendly digital experiences that strengthen brand identity and drive engagement. With a decade of visual storytelling as a professional photographer, I bring a unique blend of design, marketing strategy, and clean, reliable code. Experienced in managing full digital ecosystems — websites, social media, email campaigns, branding, and AI-optimized workflows.

Experience

Freelance Digital Marketer & Web Developer

Jim Maurice Insurance Agency, East Peoria, IL • Feb 2026–Present

- Built a full static website using HTML, CSS, responsive design, and UX best practices; manage hosting, DNS, and deployment through Netlify and GoDaddy.
- Lead all digital marketing efforts including TikTok and Facebook content creation, branded visuals, and engagement strategy.
- Strengthen brand identity through layout design, copy refinement, and consistent messaging across platforms.
- Manage ongoing updates, analytics review, and content planning to increase visibility and traffic.
- Created a cohesive digital ecosystem integrating website, social media, and email marketing.

Freelance Web Developer & HTML Email Specialist

Self-Employed • 2023–Present

- Develop responsive websites and landing pages for small businesses using HTML, CSS, JavaScript, and WordPress.
- Build branded HTML email campaigns with cross-client compatibility and mobile optimization.
- Provide design guidance, asset organization, and annotated code handoff for clients.
- Troubleshoot hosting, DNS, SSL, and deployment issues.
- Support clients with branding, content strategy, and digital presence optimization.

Owner & Photographer

Beyond the Lens Photography • 2014–Present

- Operate a successful portrait and event photography business.
- Manage branding, marketing, client communication, and digital editing.
- Apply visual storytelling principles to web, email, and marketing 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 years)
- **Roanoke-Benson High School** — Roanoke, IL
- High School Diploma

Skills

Core Skills	AI & Creative Tools	Soft Skills
Web Development & UI/UX • HTML, CSS, JavaScript, PHP • WordPress (themes, plugins, page builders, content updates)	• VS Code • WordPress • Netlify • Canva • MailChimp • Adobe Lightroom • CapCut	• Communication • Client Collaboration • Creative Problem-Solving • Detail-Oriented Workflow

- Responsive design, accessibility, UI layout
- UX research, wireframes, user flows
- Hosting, DNS, SSL, Netlify, GoDaddy

Digital Marketing & Branding

- Social media content creation (TikTok, Facebook, Instagram)
- Brand identity, messaging, and visual consistency
- Content strategy & engagement optimization
- Copywriting for web, email, and social
- SEO basics, analytics interpretation
- Multi-channel marketing campaigns

Email Development

- HTML email coding (table-based layouts, inline CSS)
- Cross-client QA (Outlook, Gmail, Apple Mail)
- Mobile optimization
- MailChimp setup & automation

- Suno AI
- ChatGPT
- Prompt engineering
- AI workflow optimization
- Content generation

- Adaptability