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## SUMMARY

Over Eight years of Front End Web Development and Digital Marketing with a focus on user experience and Search Engine Optimization. Advanced HTML and CSS, Twitter Bootstrap, working knowledge of PHP, WordPress Custom Theme Development, SEO, SEM, Social Marketing and Adobe Creative Suite.

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## KEY DEVELOPMENT SKILLS

### Development Languages

- Proficient in: HTML, CSS, WordPress, Twitter Bootstrap, Underscores.me, Animate.css
- Familiar with: PHP, JavaScript, JQuery, GIT/GIT Bash, Github, SASS, LESS, Grunt, Node.js

### Software and Marketing

- Proficient in: Adobe Creative Suite, WordPress, Search Engine Optimization, MS Office
- Familiar with: Google Analytics, Google AdWords, HubSpot, Hootsuite

### Continued Learning

- Lynda.com, Udacity, Google Primer

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## EXPERIENCE

### Digital Marketing Coordinator

July 2016 - Present

#### *Bennett International Group*

- Primary responsibilities include search engine optimization strategies and analytical reporting for Bennett websites.
- Consult and implement marketing strategies for social media, websites, landing page campaign efforts and search engine optimization for internal and external websites.
- Development strategy and execution for designing, developing, updating or rebuilding the business unit websites and landing pages. Including optimizing the websites for mobile friendly platforms with cross browser compatibility.
- Reduce page speed and optimize website performance for a better user experience, and better performance for organic search results by minimizing file sizes and compressing assets.
- Work with others in the marketing team to help maximize efforts on social media, content strategies and digital marketing projects.
- Update and maintain current websites via WordPress, HTML, CSS, PHP and JavaScript when applicable.

### Lead Front-End Developer

Nov 2013 – July 2016

#### *Local Marketing, Inc.*

- Primary responsibilities include developing new websites with custom WordPress themes using a rapid prototype built utilizing Twitter Bootstrap and Underscores.me.
- Designed wireframes and visual comps for new websites for multiple clients based on needs.
- Maintain and provide updates for current client's websites.
- Provide consultations on development, design and SEO (primarily the development side of SEO) concepts and implement

when necessary.

- Designed or developed over 75 websites
- Direct team on each development project to completion
- Interview potential new hires for development or design
- Train new development/creative hires on processes

### **Front-End Web Developer**

Mar 2013 – Feb 2014

*SevenWired, LLC*

- Primary responsibilities include designing new websites, redesigning current websites, and implementing Search Engine Optimization on and off-site.
- Maintain and provide updates for current client's websites and social media avenues.
- Provide consultations on design concepts and implement when necessary.
- Backup client databases and report server and computer backup statuses.

### **Webmaster and Office Manager**

Aug 2009 – Dec 2013

*Floodmasters, LLC*

- Primary responsibilities included update and maintain all websites and online marketing campaigns. Managed day to day jobs in the office.
- Design websites, landing pages and graphics (including the logo).
- Research and implement new online marketing techniques.
- Researched and implemented new time management and team collaboration system.
- Provided technical support for 5-10 employees.

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## EDUCATION

### **Art Institute of Pittsburgh**

2008-2013

*Pittsburgh, PA*

- Associate of Fine Arts: Web Design and Interactive Media

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## REFERENCES

*Available Upon Request*