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## Summary

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Marketing web developer with 10+ years experience developing and maintaining websites for clients in the ed-tech space. A problem solver who is creative, collaborative, analytical and has an eye for design. Seeking to become more proficient with modern web frameworks and web technologies. Highly motivated, always learning and seeking opportunity for growth.

## Technical Skills

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| <b>Coding Languages</b> | HTML5, CSS3, LESS, JavaScript, JQuery, PHP, SQL                                                                                                                                                    |
| <b>Web Technologies</b> | WordPress, Bootstrap, Vue.js, Express.js, Node.js, RESTful APIs, JSON, AJAX, Shopify, WooCommerce                                                                                                  |
| <b>Databases</b>        | MySQL, MongoDB                                                                                                                                                                                     |
| <b>Miscellaneous</b>    | Google Analytics, Google Tag Manager, SEO best practices, Visual Studio Code, Github, Postman, Zapier, SendGrid, CrazyEgg, MailChimp, WP Engine, Cloudflare, Photoshop, Illustrator, After Effects |

## Professional Experience

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**FlipSwitch/StrongMind** - *Front-End Web Developer*

*December 2013 - present*

### **Marketing Websites (2013 - present)**

- Work with team members to develop visually exciting, mobile responsive websites
- Maintain Dev, Stage and Production environments of websites
- Modify WordPress themes and child themes to implement website customizations
- Translate Photoshop and Illustrator templates into functional web pages
- Optimize content for best SEO practices and loading performance across all devices
- Implement various tracking scripts via Google Tag Manager for measuring user engagement and traffic
- Design and send marketing emails via MailChimp

### **Enrollment Forms - Short Form/Lead Generation (2013 - present)**

- Maximize lead generation by designing easy-to-read landing pages with optimized UI/UX
- Collaborate with engineering department to develop backend functionality
- Run lead generation and enrollment application reports using data collected from Google Analytics
- Collect form entries from MySQL databases and WordPress using Zapier for Google Sheet reports

### **Enrollment Application Revamp (2019 - 2021)**

- Collaborate with engineering to help develop a new enrollment application using the Vue.js framework
- Develop a REST API using Node.js, Express.js, NodeMailer and SendGrid to send enrollment application emails
- Collect student enrollment data using the Google Sheets API and Node.js for Google Sheet reports
- Develop an Enrollment Application Dashboard using Vue.js to display student enrollment data (Unreleased)

### **Enrollment API WordPress Plugin (2017-2021)**

- Collaborate with engineering to develop a plugin utilizing Gravity Forms WordPress Hooks
- Collect form data for StrongMind's enrollment API, FlipSwitch's marketing databases and school enrollment teams
- Make API endpoint modifications to accommodate for the 2019 Enrollment Application Revamp

**FlipSwitch Curriculum (2013-2014)** - Translate Photoshop and Illustrator templates into functional course pages

**Hinson Media, LLC** - *Web Designer/Media Assistant*

*September 2009 - December 2013*

- Work with team members to design websites and microsites for company clients
- Create Photoshop and Illustrator templates of web pages
- Collaborate with team members to assist with various projects and company events

## Education & Achievements

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|--------------------------------------------------------|------------------------|
| Full Sail University                                   | Winter Park, FL        |
| Completed Bachelor of Science in Digital Arts & Design | June 2009              |
| Eagle Scout Rank   Boy Scouts of America               | Obtained February 2006 |