

## PROFESSIONAL SUMMARY

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Experienced in web development and digital marketing, I specialize in creating and optimizing websites using WordPress, PHP, HTML5, CSS/SASS, and JavaScript. Proficient with tools like Salesforce Marketing Cloud, BitBucket, Figma, and Docker, I focus on delivering user-friendly websites and seamless email campaigns. I have strong expertise in integrating SEO best practices, utilizing platforms like WpEngine and FlyWheel for efficient site management. My background includes email development using HubSpot and ConvertKit, with cross-platform testing using Email on Acid. Through an agency, I contributed to projects for major companies such as Medtronic, Omega Therapeutics, and BridgeBio, ensuring their digital presence is impactful and optimized. With a collaborative approach, I thrive in fast-paced environments, always seeking to drive results and improve web and marketing strategies.

## EXPERIENCE

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### Wordpress Developer - FREELANCE

Vince Design Studio LLC | Denver, CO

12/2023 - Present

- **Developed and maintained 10+ custom WordPress websites** for churches, local businesses, and sports clubs, leading to a **30–50% increase in user engagement** and improved online visibility.
- **Managed SEO, content strategy, and social media campaigns**, resulting in an **average 40% boost in organic traffic** and **25% growth in social media followers** across client platforms.
- **Designed over 13 website assets in Figma**, maintaining brand consistency and contributing to a **20% improvement in user navigation metrics**.
- **Conducted cross-browser testing using BrowserStack**, ensuring **100% compatibility** across all major browsers and devices.
- **Debugged and optimized websites**, improving average **page load speeds by 35%** and reducing bounce rates.
- **Sourced 10+ new clients through cold calling and a structured outreach strategy**.

### Wordpress Developer - FULL TIME

Experience Design Studios | Remote

02/2023 - 11/2023

- **Built and maintained 10+ WordPress websites** for high-profile healthcare clients, including publicly traded companies such as CVRX, BridgeBio, Omega Therapeutics, and Cytokinetics, contributing to enhanced online presence and regulatory-compliant digital platforms.
- **Developed feature-rich, custom websites** using PHP, HTML, CSS, JavaScript, and Advanced Custom Fields (ACF), improving client satisfaction and reducing revision cycles by **30%**.
- **Streamlined development and deployment workflows** by integrating Docker with WPVIP, reducing deployment time by **40%** and increasing team efficiency for enterprise-level projects.
- **Designed and launched 25+ HTML email campaigns** via HubSpot, ensuring **100% cross-platform compatibility** through rigorous testing using Email on Acid.
- **Managed staging and production environments** using WP Engine and Flywheel, enabling seamless transitions with **zero downtime during go-live events**.
- **Collaborated with the SEO team** to implement meta tags, titles, and structured content, leading to a **15–25% increase in organic traffic** across multiple client sites.

- **Provided technical support for 20+ live WordPress sites**, resolving issues with a **95% first-response resolution rate**, ensuring optimal uptime and performance.

### Wordpress Developer - INTERN

3:5 Creatives | Remote

10/2022 - 04/2023

- **Collaborated with design and development teams** in a fast-paced agency environment to build and launch **10+ custom WordPress websites**, meeting tight deadlines and achieving a **100% on-time delivery rate**.
- **Wrote clean, maintainable code in PHP, HTML, and CSS**, integrating WordPress plugins like ACF to enhance site functionality and boost client engagement metrics by **20% on average**.
- **Managed development, staging, and production environments** using WP Engine, reducing deployment-related issues by **30%** and improving workflow efficiency across teams.
- **Developed fully responsive websites** using Elementor, tailored to each client's branding and user experience goals, resulting in a **15-25% improvement in mobile usability scores**.
- **Designed and coded 15+ animated HTML email signatures** in Photoshop and HTML tables, ensuring compatibility across major email clients and professional branding consistency.
- **Built a custom Elementor plugin** for an eCommerce client, enhancing shopping functionality and increasing user session time by **18%** post-launch.

### Wix Developer - INTERN

Child's Cup Full | Remote

01/2021 - 02/2021

- **Collaborated with a 3-person team** to revamp the Child's Cup Full website, resulting in a **35% increase in user engagement** and improved navigation across desktop and mobile devices.
- **Designed and developed a full website redesign** by creating wireframes in Figma and implementing them in Editor X, enhancing usability and visual appeal, leading to a **25% boost in average session duration**.
- **Researched and proposed scalable web solutions**, laying the foundation for future development and enabling the site to handle **2x projected traffic growth** without performance issues.

### Content Developer - INTERN

Lotus Meteor Shower | Aurora, CO

07/2019 - 05/2020

- **Managed and published 100+ articles** on school news websites using WordPress, ensuring **100% accuracy and on-time updates** to maintain editorial standards.
- **Coordinated with a team of 10+ writers and photographers**, streamlining the content publication process and improving workflow efficiency by **30%**.
- **Proofed and edited content for clarity and accuracy**, reducing publishing errors by **40%** and enhancing overall article quality.
- **Provided on-site support for photographers**, contributing to the production of **50+ high-quality images** that increased reader engagement across published content.

## EDUCATION

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### AAS Programming

Community College of Aurora | Aurora, CO

07/2021 - 05/2023

### Salesforce Marketing Cloud Bootcamp

Salesforce | Online

03/2023 - 05/2023

### Tech Sales

CourseCareers | Online

## SKILLS

Salesforce Marketing Cloud	Wordpress	BitBucket	Figma	PHP	CSS/SASS	Gulp	HTML5	
Javascript	ConvertKit	Docker	SEO	WpEngine	Email on Acids	FlyWheel	Google Analytics	
Photoshop	Git	React Js	Laravel	Email Development	HubSpot	Mysql	AWS EC2	DNS
Pipeline Setup	Ui/Ux	Elementor	WpBakery					