

EXPERIENCE

JRKINGSLY WEB SOLUTIONS

Freelance Jan 2021 - Present

- Focused on custom e-commerce websites, including Shopify and Woocommerce
- Custom WordPress theme development using Avada
- Server admin/management using AWS Lightsail and SpinupWP
- E-mail automation and lead generation using MailChimp and Klaviyo
- Created interactive wireframes and sitemaps using Adobe XD and Figma

R&R PARTNERS

Digital Producer - LVCVA Jan 2019 - Jan 2021

- Responsible for all content updates across suite of LVCVA websites using Simpleview CMS & CRM
- Created custom landing pages and site elements
- Assisted in all phases of web strategy and site redesigns
- Assisted in e-mail strategy and CRM management
- Designed minor UI and page elements for websites
- Assisted UX department in producing low-level wireframes and user testing
- Coded HTML emails for one-off projects and sponsors
- Attended numerous conventions and workshops, including a mobile UX workshop at Google's LA campus
- Vetted prospective client projects and vendors
- Managed all domains for the agency and clients

Front-End Developer Jan 2015 - Jan 2019

- Primary developer on small to medium website builds
- Focused on custom WordPress child theme development
- Collaborated directly with designers and adapted layered design files to produce fully custom web builds
- Acting production manager for agency e-mail & banner development - managing one Jr. developer
- Responsible for introducing responsive HTML e-mail templates to agency production process
- Managed all domains for the agency and clients

Digital Project Manager March 2011 - 2015

- Created project timelines and scopes of work for web projects
- Primary content editor for LVCVA sites using Simpleview CMS
- Project lead for LVCVA email content and vendor management
- Assisted in strategic planning for websites, email programs, display ads and social campaigns
- Assisted project leads in major web redesigns
- Maintained LVCVA client status sheet for department
- Managed all domains for the agency and clients

SKILLS & TOOLS

UX/UI

Skills

- Wireframes
- Information Architecture
- UI/Web Design
- Interaction Design

Tools

- Figma
- Sketch
- Adobe XD
- Photoshop
- Illustrator

CMS/FRONT-END

Skills

- HTML/CSS/JS
- PHP
- Liquid (Shopify)
- Custom Theme Dev

Tools

- WordPress
- Shopify
- Simpleview CMS
- Bootstrap
- Zurb Foundation

E-COMMERCE

Skills

- Storefront Setup
- Inventory Config

Tools

- WooCommerce
- Shopify

EMAIL/CRM

Skills

- Email Design/Dev
- User Segments
- Email Automation

Tools

- MailChimp
- Klaviyo
- Simpleview CRM

ANIMATION

Skills

- Web Banner Design & Dev

Tools

- Adobe Animate
- Google Web Designer

HOSTING & DNS

Skills

- Server Setup & Maintenance
- Email Server Config
- Image CDN Setup
- DNS Management

Tools

- AWS Lightsail
- SpinupWP
- Amazon SES
- Amazon S3

CLIENT SERVICES

Skills

- Project Management
- Account Management
- Presentation Decks

Tools

- Microsoft Office Suite
- Microsoft Project
- Asana
- Keynote
- Invision