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Technical skills

Platforms

Affinity Designer	Sublime/Notepad++
Adobe Illustrator	Google Analytics
Adobe In-Design	Google AdWords
Adobe Photoshop	Google Search Console
Adobe Dreamweaver	Google Tag Manager
WordPress (13yrs)	Facebook and LinkedIn Advertising
Drupal (3yrs)	Account Based Marketing
WooCommerce	Email Marketing
Shopify	

Languages/Frameworks - *browser tested*

Handwritten HTML & CSS, *all responsive*
PHP - WordPress - custom theme and plugin development
jQuery - Mobile, UI and Custom Functions
Bootstrap
Foundation
MySQL

Education & certification

Fundamentals of Digital Marketing

Google Certification - 2020

University of Arkansas at Little Rock

Computer Science - Information Technology
2004 - 2007

Bachelor of Arts in ASL Interpretation

2004 - 2007

Mt. Ida High School, Mt. Ida, Arkansas

High School Diploma

2003

Professional references

Donna Mooney

CEO - Natural State Medicinals and Technology Contractor

501.343.1122

Kevin Spangler

CEO - ProTip Digital Marketing

501.247.9222

Chris Beniche

Sr. Consultant - Windstream

501.353.3166

Employment history

Windstream Enterprise

Web Developer & Online Advertising Manager

Little Rock, AR

September 2017 - Present

- Manage the Windstream Enterprise website, keeping the content and website functionality up to date.
- Develop digital Account Based Marketing campaigns with multiple Vendors.
- Contribute call-to-action and lead generation direction to the web, social, and graphic teams as needed.
- Align lead routing with multiple business units for multi-faceted campaigns.
- Follow leads generated through the funnel to monitor campaign performance.
- Develop National and Local SEO strategies to increase web traffic and rankings.
- Implement the SEO strategy and keyword focus to all website copy.
- Monitor website traffic and report as needed on SEO performance with MOZ, Google Analytics 360, Google Tag Manager, DataStudio and Google Search Console.
- Implement and troubleshoot front-end and backend website enhancements through a multi-dev environment for team review and core website updates.
- Monitor and generate reports for all inbound campaigns running through Vendors, Google AdWords, Social Platforms, Marketo and Salesforce.

Ron Sherman Advertising

Director of Web Development

Little Rock, AR

April 2011 - September 2017

- Meet with clients to determine their website goals and to develop the best approach.
- Lead weekly team meetings, assign projects, tasks and responsibilities to team members.
- Give creative direction to web designers, graphic designers, developers and programmers as needed.
- Manage multiple projects, schedule, designate and finalize projects to meet strict deadlines and stay within budget.
- Design website mockups and code the front-end and back-end to bring them to life.
- Create web graphics, ads, illustrations, brochures, branding packages, business cards, billboards, car wraps, apparel and newspaper ads.
- Implement SEO strategies for increasing traffic locally and nationally.
- Help monitor PPC campaigns to stay on budget and performance.
- Generate website performance reports.
- Maintain client relationships to keep websites and social media accounts up-to-date.
- Manage Dedicated and Shared hosting accounts, manage client email accounts and assist with IT as needed.
- Create custom WordPress plugins for page editing and SEO.
- Create custom WordPress themes, plugins, and eCommerce functionality.

Mass Enthusiasm

Web Designer, Developer, SEO and SEM

Little Rock, AR

June 2009 - April 2011

- Create graphics, site designs, logos and illustrations to create custom websites, mobile websites, brochures, branding packages, business cards and all types of apparel.
- Maintain client relationships to handle projects individually from beginning to end.
- Manage multiple AdWords campaigns. Generate weekly/monthly detailed reports, monitor keyword cost, campaign budgets and implement organic SEO efforts.
- Work side-by-side with other designers, programmers, producers, and developers to create custom user-friendly and accessible sites and applications.