

Technical Summary:

Languages & Web Development Tools	CMS: WordPress, Concrete5, Mura, Drupal, Squarespace Proficient in: HTML, CSS, Ruby, OOP with Ruby, jQuery, Bootstrap, MySQL, Responsive Design Basics: PHP, Javascript
Databases, Software & Tools	MySQL, MS Access, MS Excel, MS Word, MS Power Point, FileZilla FTP tool, cPanel, phpMyAdmin, GitHub, Google Analytics, Search Console
Digital Marketing	AdWords, BingAds, SEO, Google Analytics

Experience:

St. John's College, Annapolis - MD **Apr2014 - Current**

Web Developer/SEO & SEM/Admissions Web Presence

- Create custom page templates, blocks, and tools for website, writing custom code to fit department needs (HTML, CSS, Bootstrap, PHP, and jQuery, occasional basic JavaScript).
- Direct and manage responsive-design implementation across images, blocks, and other elements using HTML/CSS.
- Set up marketing data collection for campaigns via Google Analytics and send analyses to Admissions Directors and Advancement personnel with recommended next steps, and Board of Visitors and Governors (Board of Directors).
- Lead Search Engine Marketer responsible for all SEO strategy and training web development team for execution.

Environment: LINUX machine, Concrete5 CMS. Languages used include HTML, CSS, PHP, jQuery, and Javascript. Management is with cPanel and phpMyAdmin. Reporting & Analytics using Google Analytics and Google AdWords data in CSVs and custom MS Excel spreadsheets. Project management using Proofhub and SharePoint. SEO using own tools, SERPlab, Screaming Frog, and own reports.

Adworthy, Inc., Washington Crossing - PA **Oct2012 - Mar2014**

Search Engine Marketer/Analyst

- SEO/SEM consulting for site restructuring, SEO best practices, AdWords, BingAds, and audience targeting.
- Developed reporting suite queries using MySQL for AdWords, BingAds, Google Analytics, and API pulls.
- Designed and built reporting suite template for clients using MS PowerPoint and MS Excel.
- Created new charts to display information about Hour of Day data and the Cost Deficit/Cost Wave daily trends to provide basis for campaign bidding changes throughout the day that saved client money and increased SEM ROI.

Environment: Windows machine, MySQL, Workbench, MS PowerPoint, MS Excel, MS Word, GitHub. CMS's include Mura, WordPress, Drupal, Squarespace.

Independent Projects **Jun2011 - Current**

Learning Coding & Web Development

- Currently enhancing Ruby full stack knowledge through Launch School
- Customized websites using HTML, CSS, PHP, jQuery, and basic JavaScript, employing SEO best practices
- Learned coding through Launch School (formerly Tealeaf Academy), Codecademy, Udemy, Treehouse, many Google searches, Stack Overflow, books, and mentors while working in office setting with developers.

Environment: LINUX machine, HTML, CSS, Ruby, PHP, jQuery, and Javascript.

Education:

Bachelors of Arts 2008 –St. John's College, Santa Fe, NM