ALEX WALCOTT

FRONT END DEVELOPER

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Passionate and experienced Front-End Developer with over 2 years of expertise as a Web Content Specialist and Freelancer. Adept at crafting intuitive, visually captivating websites using HTML, CSS, and JavaScript, with a focus on responsive design and seamless user experiences. Proven track record in delivering creative solutions that balance aesthetics with functionality, consistently exceeding client expectations.

AREA OF EXPERTISE

HTML5 & CSS3	Front-End Frameworks	Version Control
JavaScript	Responsive & Mobile First Design	UI/UX Priniciples

PROFESSIONAL EXPERIENCE

Content Management Specialist | Freelance   **Nov 2022 - Present**

- Provide ongoing website maintenance and content updates for Magi Healing, ensuring timely and accurate information.
- Optimize website content for SEO to improve visibility and search engine rankings, utilizing keywords and meta tags effectively.
- Collaborate with the client to understand their vision and goals, translating them into actionable website updates and improvements.
- Implement content management best practices to enhance user experience and engagement, including site navigation and layout improvements.
- Utilize analytics tools to track and analyze website performance, making data-driven decisions to improve content effectiveness. Stay updated on industry trends and best practices in content management and SEO to enhance the client's online presence. Provide recommendations for website improvements based on user feedback and data analysis, contributing to the overall success of the website.

Web Content Specialist | Dandelion Meadows   **Nov 2023- Present**

- Update website content as needed to ensure it is current and up to date.
- Work closely with the team to communicate updates and changes.
- Maintain website 'standards and ensure accuracy and relevance of content.
- Work within a team to maintain a consistent online presence.
- Implement SEO strategies to optimize content for search engines and improve visibility.
- Utilize web content management systems such as Wix, Wordpress and Shopify to update and manage website content.
- Analyze website traffic and user engagement metrics to make data-driven decisions for content improvement.

Web Developer | Smart Start Solutions   **May 2023- July 2023**

- Created SEO-friendly content, including product descriptions and blog posts, boosting organic traffic.
- Enhanced user experience with improved navigation, leading to a 30% increase in customer engagement.
- Integrated social media channels, expanding the brand's online presence by 15%.
- Used analytics tools to track website performance and provided insights for continuous improvements.

Customer Service & Delivery Specialist | Hop and Wine Beverage   **April 2019 - April 2023**

- Efficiently used delivery management software, reducing delivery times by 15%.
- Strategically planned and adapted delivery routes, increasing route efficiency by 10%.
- Ensured accurate and prompt deliveries, resulting in a 10% increase in customer satisfaction. Resolved customer issues promptly, leading to a 5% decrease in customer complaints.
- Navigated logistical challenges through effective problem-solving, maintaining a 90% on-time delivery rate.
- Leveraged oral communication to effectively interact with customers and team members to ensure smooth delivery operations.
- Demonstrated strong multitasking abilities and attention to detail in managing deliveries, sales, and invoices while collaborating with customers and team members

EDUCATION

Full Stack Web and Mobile Developer | Nucamp Coding Bootcamp   **Dec 2022 - May 2023**

Web Fundamentals | Nucamp Coding Bootcamp   **Oct 2022 - Nov 2022**