www.aaronfordwright.com

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AARON **FORD-WRIGHT**

— **Career Experience** ———————————————

ArtForm Business Solutions, Washington, DC   8/2023 to Current

Web Developer

- Designed and developed responsive websites and landing pages using WordPress, PHP, HTML/CSS, and JavaScript, ensuring optimal user experience and accessibility.
- Collaborated with the graphic design team using Adobe XD to create mockups and client presentations, balancing aesthetics with functionality.
- Implemented Google Analytics 4 (GA4) and Google Tag Manager to track user behavior, improve conversion rates, and optimize campaign performance.
- Boosted UX and SEO for public sector websites, increasing engagement and visibility.

FreshMove Media, Glen Allen, VA   11/2021 to 8/2023

Web Developer

- Developed custom marketing websites using HTML, CSS, JavaScript, and WordPress.
- Maintained and optimized performance for 30+ client commercial websites (B2B/B2C).
- Redesigned site for a local auto shop, contributing to a 100% YoY revenue increase through improved conversion paths and local SEO.

— **Education** ———————————————————

Virginia Commonwealth University, Richmond, VA   2014–2018

Bachelor of Arts in Theatre, December 2018

— **Technical Proficiencies** ———————————

Languages	JavaScript, CSS, HTML, PHP
Front-End	React, Redux, Tailwind CSS, Adobe (XD, Illustrator)
Platforms/Tools	Git, npm, WordPress

— **Licenses & Certifications** ———————————

Security+, CompTIA   2/2023 to 2/2026