

# Robert Smith

## Junior Web Developer

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## SUMMARY

Junior Web Developer with one plus years of experience is seeking an opportunity to extend my web development and multimedia editing skills and knowledge.

## SKILLS

HTML 5, CSS3, Javascript, JQuery, PHP, Photoshop, Illustrator, Indesign, Dreamweaver

## WORK EXPERIENCE

### Junior Web Developer

AFI - August 2017 – September 2017

- Effectively wrote clean, minimalistic, reusable, code for AFI email newsletters.
- Utilized Adobe Photoshop and illustrator for the production of web-optimized images.
- Updated web content (including images, links, and text) on a total of 15 AFI web pages in under a three-week span.
- Understood the marketing objectives for each project assigned and ensured deadlines for assigned projects were met.
- Worked with the Director of web services to contribute to the ongoing evolution of the AFI website.
- Maintained accuracy and attention to detail throughout the creative and development process.
- Handled multiple projects simultaneously while ensuring all projects were completed within the deadline date.

### Web/Email Developer

The Los Angeles Times - October 2016 – July 2017

- Executed email marketing strategy for newsletter and enrollment campaigns.
- Used HTML, CSS, and Cheetahmail for the build out and distribution of email newsletters and enrollment campaigns.
- Streamlined communications during the reporting process to improve workflow efficiency.
- A/B tested enrollment campaigns and newsletters to determine the most effective email format and subject line.
- Worked with my team to manage the workflow including the development of the email calendar, collaborating on content, and obtaining approvals.
- Worked collaboratively with developers and in-house team to develop and maintain websites for a variety of clients.
- Maintained the knowledge of current web-design trends and apply to current client-based projects.

## EDUCATION

Bachelors Of Science in Marketing, Emergent Digital Practices - September 2011 to June 2015(The University Of Denver - Denver, CO )