Jim L'Heureux

Front End Developer

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ABOUT

10 years experienced Front End Lead with a track record of spearheading web projects to develop numerous commercially successful websites. Highly skilled in implementing core front end development tasks including mockup to site conversions, SEO enhancements, responsive coding, accessibility compliance, and UI/UX optimizations.

KEY SKILLS

WordPress	Project Management	Responsive Design	SEO / SEM
Magento	Adobe Photoshop	Domain Administration	Google Analytics
HTML & CSS	Email Marketing	JavaScript	Google AdWords
Bootstrap	A / B Testing	PHP / MySQL	WCAG Compliance
SASS	UI / UX Design	ReactJS / Gatsby	Git Version Control

EXPERIENCE

DETROIT ZOOLOGICAL SOCIETY

August 2019 - Current

Web Developer / Administrator

- Manage projects / vendor communication via Trello boards, MS Teams, Basecamp, Slack, and GitHub to monitor progress, track milestones, and meet deadlines.

- Work with multiple departments to add, update, and enhance content for all DZS web properties.

- Ensure all site content is responsive, accurate, engaging, and adheres to company brand guidelines.

- Convert ideas and mock-ups into cross browser responsive Accessible designs

ACCOMPLISHMENTS

- Lead website migration project converting a drupal 8 site to WordPress consolidating hosting and management resources resulting in a **$7,000 per year** savings.

- Spearheaded Google Analytics utilization campaign generating custom reports and presenting information to key stakeholders helping to shape marketing and content strategy increasing social media interactions and raising email open rate by **8%.**

- Lead initiative to implement structured data into key website to promote visibility across multiple Google services resulting in a **11% increase** in traffic to targeted pages.

- Lead website backup project to consolidating files and services reducing monthly AWS cost by **90%.**

- Lead Education Outreach project to create an online lesson section by integrating YouTube API, developing page content, & scheduling post providing an outlet for previously under-utilized media.

- Integrated Hotjar analytics into site to provide a clear representation of visitor behavior helping to develop an UI/UX improvement strategy.

- Integrated chat assistant into website reducing call center load by **20%** through configuring user paths and monitoring report metrics to shape response triggers.

EMS LIMITED (AAATESTERS)
October 2011 - 2019
Web Developer / Web Marketing Manager

- Lead development for multiple commercial website projects using Magento and WordPress CMS platforms.

- Created email marketing campaigns and designed HTML emails via Constant Contact & MailChimp.

- Designed and created graphics for websites, Emails, and print ads using Adobe Photoshop and Adobe Illustrator.

- Optimized site markup and added CSS media queries to improve cross browser compatibility and mobile responsiveness.

ACCOMPLISHMENTS

- Integrated POS functionality into website, syncing inventory and sales with physical storefront reducing sales tracking errors by **88%**

- Performed SEO and UX/UI improvements raising google page rank and customer time on page by **30%**

- Spearheaded email marketing campaigns utilizing A/B testing increasing open rate and overall conversions by **12%**

- Streamlined checkout process by implementing a one-page style checkout that increased sale conversions by **10%**

EDUCATION

ASSOCIATES DEGREE IN COMPUTER SCIENCE (WEB CONCENTRATION)
2005
Henry Ford College | Dearborn, MI

CERTIFICATION IN RESPONSIVE WEB DESIGN
2019
Free Code Camp | LINK

LINKS

Detroit Zoo | https://detroitzoo.org/
Environment: WordPress, HTML / CSS, VS Code, GitHub, Google Analytics, CloudFlare, SEO, Adobe Photoshop, Youtube API Integration, Facebook API Integration, Google Search Console, Rebrandly

Center For Zoo Animal Welfare | https://czaw.org/
Environment: Drupal to WordPress, Database Migration, MySQL, PHP, HTML / CSS, Slack, Trello

Run Wild At The Detroit Zoo | https://runwild.detroitzoo.org/
Environment: WordPress, Astra Theme, Gutenberg Blocks, Structured Data, HTML / CSS, PhotoShop

Xpert Survey Equipment | https://www.xpertsurveyequipment.com/
Environment: Ecommerce, Start To Finish Build, Magento, MySQL, PHP, Payment Gateway Integration, Custom Theming, Trello, Ebay API Integration, Adobe Photoshop, Adobe Illustrator, HTML / CSS, SEO

PORTFOLIO | https://jimcv.me/

github.com/Jimbob6272   **linkedin.com/in/jimbob6272**   **codepen.io/jimbob6272/**