

JOSHUA PALAISY

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Date/Place of Birth: May 27, 1990/Brockville ON, Canada

Nationality: Canadian

Marital Status: Married

PROFILE

Experienced Web Developer adept in all stages of RESTful web development. Knowledgeable in user interface, testing, and debugging processes. Bringing forth expertise in design, installation, testing, and maintenance of web systems. Equipped with a diverse and promising skill-set. Able to effectively self-manage during independent projects, as well as collaborate in a team setting.

OBJECTIVE

To obtain a position as a web developer in a fun, fast-paced, cutting-edge environment that promotes teamwork and integrity, as well as fosters personal and professional growth.

WEB DEVELOPMENT SUMMARY

- Over six years of professional software and web application development experience.
- HTML5, CSS3, JavaScript and PHP
- WordPress, React/Redux, EJS, Bootstrap, Semantic UI and TypeRocket.
- Node.js, Laravel, MVC.
- Experience with both MySQL and MongoDB databases.
- Linux command line, SSH, Homebrew, Git, Scoop.sh and NPM.
- Proven Search Engine Optimization and Marketing (SEO/SEM) experience.
- Online business development and strategy.
- Adobe Photoshop and a solid understanding of good website design.

EXPERIENCE

Web Developer, Freelancer

Remote

2018 - Present

- Effectively translated client requirements into application designs and systems requirements.
- Followed policies and procedures related to application methods and quality standards at all times.
- Worked well independently and within a team setting.
- Developed projects in a mix of platforms: WordPress, Node.js and React.
- Integrated a variety of 3rd party APIs: Stripe, PayPal, Infusionsoft, Mailgun, Facebook and others.
- Planned and design web graphics in Adobe Photoshop for website backgrounds, slideshows, custom page components, and advertising.

Web Developer / Marketer, Your Fuse Inc.

Toronto, ON

2016 -2018

- Planned, developed, tested, deployed, and maintained web applications.
- Provided effective troubleshooting and remediation for web applications.
- Integrated 3rd party CRM API into custom WordPress backend setups using headless front-ends.
- Marketed websites through low-cost organic search engine optimization and link building, gaining first-page ranking on Google for many highly-competitive, high-traffic, targeted keyword phrases.

Former President, Coach House Technologies Inc.

Brockville, ON

2014 - 2017

- Marketed and sold a full range of business services and products including custom websites, online advertising, yard signs, NCR carbonless forms, business cards, brochures and more.
- Provided assistance to businesses and individuals seeking to increase sales and business growth; coordinated online marketing focused on inbound marketing methodology.
- Consistently maintained a high-standard performance record via exceptional service, follow-through, and specific attention to detail which resulted in higher sales.
- Directed marketing efforts to promote visibility and introduce new products.
- Analyzed complex situations, designed practical solutions, and implemented cost-effective plans.

Graphic Designer / Web Designer, 1000 Islands Media

Brockville, ON

2012 - 2014

- Used Adobe Photoshop and WordPress for all website design.
- Responsible for the full development life cycle from planning to deployment.
- Created, designed, wrote, deployed and analyzed all client websites, PPC advertising campaigns, Google analytics, and search engine optimization.

EDUCATION**Niagara College**

Niagara-on-the-Lake, ON

Business - Sales & Marketing

2010-2012

Professional Courses:

- | | |
|---|-----------|
| • <i>Advanced Web Developer Bootcamp, Colt Steele</i> | 2018 |
| • <i>Web Developer Bootcamp, Colt Steele</i> | 2017 |
| • <i>Inbound Certification, Hubspot</i> | 2013-2016 |
| • <i>Inbound Marketing Certification, Hubspot</i> | 2016 |

MEMBERSHIPS

<i>St. Catharines Downtown Association</i>	2011-2012
<i>St. Catharines Chamber of Commerce</i>	2011-2012
<i>Brockville & District Chamber Of Commerce</i>	2013-2016