James Kernicky

Springfield, PA | 484.432.9712 | jimkernicky@gmail.com | [LinkedIn](#) | [GitHub](#) | [Web Portfolio](#)

SUMMARY

Results-driven and self-taught web professional with a strong background in web design and development, showcasing expertise in HTML, CSS, JavaScript, and WordPress. Proven ability to optimize website functionality, implement best practices, and collaborate with team members. Seeking a challenging role to leverage skills in web administration.

SKILLS

- Client Management, Communication, Time Management, Troubleshooting and Problem-Solving, Critical Thinking, Training, Microsoft Office (Word, Excel, Access), Data Analysis, WordPress, cPanel, Remote Collaboration, GitHub, GitLab, Bitbucket, Slack, Google Docs, Photoshop, Inkscape, Figma.

EXPERIENCE

[Fairmount Pet Service](#), Owner, Philadelphia, PA (2009-Present)

- Provided pet services for over 200 clients, and hired 7 employees to assist with clients. Communicated regularly with clients and employees in person, and via email, phone, and text.
- Initiated the development of the business website using Dreamweaver in 2009, subsequently transitioning to WordPress in 2018. Incorporated graphic design and copyrighting principles to produce weekly blog posts.
- Integrated Cloudflare for caching, optimizing website speed and maintaining a content-rich platform with 85 pages/posts featuring custom CSS, optimized images, and on-page SEO.
- Implemented strategic online presence through platforms such as Yelp, Google My Business, and Facebook, enhancing business visibility.
- Achieved notable improvements in website speed performance through regular monthly performance audits.

Volunteer Service, Remote (May 2021-Present)

- Finished a WordPress site for a [local non-profit](#), and trained site owner how to use WordPress and Elementor.
- Wrote the 301 redirect code for .htaccess file, improved Lighthouse performance by 25 points for [Gamer site](#).
- Built WordPress.com site, created navigation menu and custom HTML elements for a [political website](#).
- Trained [WordPress blogger](#) on using the features in the admin area, and set global styles in the Customizer.
- Utilized Slack huddles to communicate with site owners and teach them WordPress and web principles.

Topic Creator, The Hoth, Remote (March 2020 to August 2020)

- Researched unique keyword phrases for the client used by the Topic Writers.
- Wrote SEO titles and Descriptions and provided related keyword phases not used in previous client articles.
- Ensured SEO Title and SEO Description met the minimum and maximum character requirements.

EDUCATION & COURSES

- *Web Developer Bootcamp*, Udemy (2023).
- *JavaScript Algorithms and Data Structures*, freeCodeCamp (2022).
- *Git Developer Workflow*, Udemy (2021).
- *Responsive Web Design certification*, freeCodeCamp (2021).
- *WordPress Theme Development*, Udemy (2020).
- *Bachelor of Science in Operations Management*, Drexel University (1992).