**James Kernicky**

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* + - * 1. **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.

* + - * 1. **SKILLS**
* Client Management, Communication, Time Management, Troubleshooting and Problem-Solving, Critical Thinking, Training, Microsoft Office (Word, Excel, Access), Data Analysis, Inventory Management, Software Development, WordPress, cPanel, Remote Collaboration, Git, GitHub, Slack, Google Docs.
  + - * 1. **EXPERIENCE**

1. [**Fairmount** **Pet** **Service**](https://fairmountpetservice.com/Blog/category/pet-services-blog/)**, 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.

1. **Volunteer Service** (May 2021-Present)

* Finished a WordPress site for a [local non-profit](https://propmeup.net/), 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](https://twoaveragegamers.com/).
* Built WordPress.com site, created navigation menu and custom HTML elements for a [political website](https://saveupperallen.com/).
* Trained [WordPress blogger](https://www.dreamlifearchitect.com/) 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 basic 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).
* *Git Developer Workflow*, Udemy (2021).
* *Responsive Web Design certifications*, freeCodeCamp (2021).
* *WordPress Theme Development*, Udemy (2020).
* *Bachelor of Science in Operations Management*, Drexel University (1992)*.*