

**Alec Reimel**  
**Frontend Web Developer**  
**Portfolio:** <https://alecreimel.com/>

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## Skills

- Main languages, tools, and frameworks:
    - CSS3, HTML5, Javascript, JQuery, Responsive Design, PHP, CakePHP, SQL, MySQL, Google Analytics, Google Tag Manager, Github, Photoshop, Illustrator, SVG Animation, UI/UX
  - Developer-adjacent skills:
    - SEO, SEM, Tracking & Analytics, Accessibility/ADA Compliance, Graphic Design, Image Editing, Social Media Management
  - Actively learning:
    - Node.js, Eleventy, GSAP
  - Experimenting with:
    - Figma, Webflow, React, Angular
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## Sites

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|---|---|---|
| • <a href="https://explorerutgers.com/">https://explorerutgers.com/</a>   | • <a href="https://www.opex.com/">https://www.opex.com/</a>                           | • <a href="https://cornerstone-companies.com/">https://cornerstone-companies.com/</a> |
| • <a href="https://www.pinnaclefcu.com/">https://www.pinnaclefcu.com/</a> | • <a href="https://pbnj.com/">https://pbnj.com/</a>                                   | • <a href="https://www.maxfinkelstein.com/">https://www.maxfinkelstein.com/</a>       |
| • <a href="https://realidnj.com/">https://realidnj.com/</a>               | • <a href="https://bliss.wertherscaramel.com/">https://bliss.wertherscaramel.com/</a> |   |
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## Experience

### Current

- Freelance

### Previous

- Lead Frontend Web Developer - Oxford Communications, June 2016 - July 2020 (Laid off, COVID related)
  - Drove frontend development within the agency, creating lead-centric, scalable, and responsive sites, ranging from quickly implemented microsites for campaigns, to total site rebrands. Clients typically include Fortune 500 companies, multi-state franchises, national brands, and government agencies.
  - Took on the majority of frontend work, created a lightweight, highly usable frontend framework that addressed my department's needs, revamped the tracking and analytics code, pushed for more use of SEO and social integration, and introduced ADA compliance/accessibility concepts. Additionally, I would build most of my work with extensive comments and documentation, for the benefit of other devs.

- Usually the primary developer to work with other departments, utilizing my skills beyond just standard frontend work. I would frequently both learn from other coworkers and teach new concepts to others, in order to realize more complex concepts.
  - Worked closely with the Creative/Art department to realize website designs, create better UX, and create seamless responsive designs. I also introduced SVG animations and set up standardized code and methods for our departments to create animated/interactive SVG elements.
  - Worked with the Digital Advertising and Social departments to set up campaigns, understand user behavior, and act as a subject matter expert (SME) when dealing with vendors and clients.
  - I would frequently act as a subject matter expert (SME) for account managers, being brought in on client meetings and calls to explain website concepts in a client-friendly way.
- Recruiting Intern, Social Intern, Web Design Intern - Kane Partners, LLC., June 2015 - June 2016
  - Handled web development and design roles for a client base of 10-12 businesses at any given time, including the company's site.
  - Worked remotely throughout senior year of college, collaborating via email, chat, and Skype.
  - Sourced candidates for junior, senior, and VP level technology positions, handled calls to the office, and assisted in troubleshooting IT issues around the office.
- Laborer, IT Consultant - Frank V. Radomski & Sons, Inc. May 2014-Sept. 2014
  - Worked as a construction laborer over the summer, while providing occasional IT support for temporary field offices at several job sites.
- Secure Document Handler, IT Consultant - Centennial Blueprint, July 2012-Aug. 2013
  - Scanned and organized large batches of sensitive documents for government and private contracts, on and off site.
  - IT duties included building and running ethernet cable, troubleshooting company computers, and troubleshooting the legacy DOS server which made up the backbone of the business.

## Education

- Syracuse University, School of Information Studies, Class of 2016
  - Bachelor's Degree in Information Technology and Management, which balanced technology and manager roles. I focused on Web Design and Information Security over the course of my degree.
- La Salle College High School, Class of 2012