

SUMMARY	An enthusiastic, self-driven web developer with management experience and unique skills in utilizing web analytics to drive design and spending decisions.
KEY SKILLS	<ul style="list-style-type: none">• Proficient in PHP, SQL, JavaScript (ES6), ColdFusion, HTML, CSS, JSON, and REST APIs• Comfortable using Git for version control on teams; Management experience• Capable of adding quantifiable value to web apps using analytics software
WORK EXPERIENCE	<p>Web Manager Canyons School District Sandy, UT July 2019 – Present</p> <ul style="list-style-type: none">• Rebuilt canyonsdistrict.org (5 million sessions/yr) from scratch, reducing page load times by 20% and achieving ADA accessibility standards.• Engineered a districtwide CMS migration into a customized WordPress network.• Created a central management dashboard, enabling district personnel to push important news to every school homepage in seconds.• Instituted a training program for onboarding school employees as website managers which included in-person training sessions and video tutorials.• Designed and built custom WordPress plugins and themes. <p>Web Analytics Integration Engineer Brigham Young University - Idaho Rexburg, ID March 2019 – July 2019</p> <ul style="list-style-type: none">• Utilized Google Tag Manager to provide data for site optimization decisions.• Integrated event tracking to analyze user engagement with page elements on the university homepage. This provided a data-driven basis for a complete redesign. <p>Web Application Engineer Canyons School District Sandy, UT June 2016 – October 2016</p> <ul style="list-style-type: none">• Created dynamic web applications that utilize REST architectures.• Modernized and optimized the district web app template site to reduce page load times, centralize shared assets, and reduce development time. <p>Freelance Web Design & Development Blast Off Development Draper, UT 2014 – Present</p> <ul style="list-style-type: none">• Developed responsive websites for mid-sized businesses in a variety of industries.• Generated leads and provided direct support to clientele
EDUCATION	<p>Brigham Young University - Idaho Bachelor of Science in Web Design & Development Rexburg, ID July 2021</p> <ul style="list-style-type: none">• President of the Web Design & Development Society
AWARDS & CERTIFICATIONS	<ul style="list-style-type: none">• Google Analytics Individual Qualification Certification• Google Ads Search Certification• Google Tag Manager Fundamentals Certification