Connor Wilson-Groark

Junior React Developer

www.connorwg.com • connorwg@gmail.com • +1 (321) 750-7759 • Melbourne, FL

Front-end developer with 1.5 years experience building websites and web applications. Proficient with ReactJS and modern CSS, as well as content management services including WordPress, Shopify, Joomla, and more.

Technical Skills

- React 16+
- JavaScript ES6
- HTML5
- CSS3
- Responsive UI Development

- React Router v6
- Tailwind CSS
- SQL, GraphQL
- SEO
- WordPress, Shopify

Experience

Rootshell Planters   **Nov. 2019 - Present**
Owner   Melbourne, FL
Responsible for web development, marketing, and customer support in the sale of concrete planters, bookends, coasters, and more.
- Designed, developed, and troubleshot multiple iterations of a Shopify store to improve user experience and conversion rate
- Managed all avenues of digital marketing including Facebook/Instagram ads, content writing, social media management, SEO optimization, and email marketing.

The AD Leaf   **Jan. 2022 - April 2022**
SEO & PPC Specialist   Melbourne, FL
Managed SEO & PPC campaigns for a diverse portfolio of over 20 clients, and collaborated with fellow specialists in managing the campaigns of over 80 other clients.
- Built and optimized pages on content management systems such as WordPress, Shopify, Joomla, and more.
- Used Chrome DevTools and Lighthouse to quickly resolve a wide variety of issues related to page content, CSS styling, broken site interfaces, UX concerns, and miscellaneous bugs to improve clients' relevant KPIs.
- Implemented on-page SEO optimizations including proper keyword density, internal/external linking, site speed improvements, UX fixes, and backlink strategies.

Education

University of Florida, Warrington College of Business   **June 2015 - Dec. 2018**
Bachelor of Science in Business Administration, Marketing   Gainesville, FL