

Dale OConnell

Victoria, BC, Canada, 250-891-4417, dale@denkendale.me

LINKS

[Portfolio](#), [Linkedin](#)

PROFILE

A web developer with a passion for creating seamless, user-friendly, and accessible websites, currently specializing in WordPress. Demonstrated history of working independently with startups as a freelancer and being an adaptable and versatile team player in environments with rotating employees.

SKILLS

Front End: HTML, CSS, Sass, Bootstrap, Tailwind, Javascript, JQuery, React, Redux

Programming Languages: Java, Python

CMS and customization: WordPress, Advanced Custom Fields, WooCommerce, Squarespace

Microsoft Office Suite: Word, Excel, Powerpoint

Adobe Creative Suite: Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, After Effects

Marketing: HootSuite, Mailchimp, AdWords, SEO

EMPLOYMENT HISTORY

Oct 2020 — Present

Freelance Wordpress Developer

Victoria, BC

- Worked with businesses of all sizes, ranging from small local stores to international agencies to meet their website needs
- Developed themes using a stack with twig templating, Tailwind CSS, and JavaScript libraries and frameworks, adding additional components if the project called for it.
- Built client maintainable sections and post types using Advanced Custom Fields
- Ensured cross-browser, cross-platform, and multiple device type compatibility for all websites and perform any necessary user testing and QA on finished products

Mar 2020 — Sep 2020

Wordpress Developer, The Global Diamond Brokers

Victoria, BC

- Consolidated 3 previous websites from different CMSes into one cohesive WordPress site with a custom layout as per company specifications using HTML and CSS.
- Custom user management system with security clearance tiers and login systems using various plugins in conjunction to meet client needs for functionality.
- Created an interactive version of a proprietary calculator using Javascript that could accurately predict the price of a colored diamond.
- Analyzed all the content from the previous website to create a uniform style guide and populate the website.

Jan 2019 — Feb 2020

Web Manager, Jewel Mogul

Victoria, BC

- Set up and organized the complete technological base (website, email servers, slack, client management software) as it was a brand new startup.
- Design and built a site with customized templates using CSS and JavaScript on the Squarespace platform. With custom security protocol for the website with two-factor authentication using a mix of MailChimp and Google Drive, special member-only login, and other template customization.
- Made sure the website followed the principles of efficient UI and UX. Identification of UI and UX problems by A/B testing and user feedback.
- Creation of Pitch Deck and other presentation materials for investors, as well as print media for advertisements.
- Facilitated and organized approximately \$200,000 of diamond sales via the members-only portal on the website which formed the base of a partnership with Leibish and Co.
- Worked to evolve social media strategies, while also staying true to the brand. Introduced scheduled targeted weekly email marketing programs including a video produced in-house and updates about the industry and market trends. The newsletters have a consistent 94% open rate over the 2019-2020 period.

Jul 2015 — Aug 2017

Wordpress Developer and Media Manager, Bollywood Pataka

New Delhi, India

- Developed and maintained a Bollywood news website based on WordPress and the Joomla CMS.
- Achieve a consistent look and visual theme across the website by using a style guide for uniform fonts, formatting, images, and layout.
- Worked well independently and within a team setting.
- Coordinated mailings, marketing materials, and website content. Conducted routine maintenance and SEO implementation.
- Identified and engaged with prominent figures in the Bollywood industry and key fans on social media like Twitter and Instagram.
- Contacted PR teams to organize interviews with the cast and crew of newly released movies.

PROJECTS

Jun 2020 — Present

Co-Founder at The Second Puberty

Victoria, BC / New Delhi,
India

- The Second Puberty (TSP) is a forum that allows users to submit questions anonymously in the hope of providing queer youth with the community we wish we had and helping them navigate the complexities of modern young adulthood.
- We have been featured in multiple internationally acclaimed news dailies in India as we are the first platform to try to educate people about the stigma surrounding taboo issues that greatly affect the mental health of south Asian young adults.

Oct 2020 — Oct 2020

Visual Art Freelance Practice

Victoria, BC

- Experienced in portraiture, corporate, and fine art editorial photography, on both digital and film.
- Primarily work in a fully equipped studio setting for both photo and video production.
- Experienced with video production and its components from planning to post-production. Highly knowledgeable in the different kinds of equipment and best use.
- Been working with local businesses as a photographer and visual designer to help them digitize their businesses and establish themselves on the internet.

Aug 2014 — Jan 2016

Director at Interact Rotary Club

New Delhi, India

- Planned, organized, and managed 10+ fundraisers and events to raise money to build a school for an orphanage and to provide aid in the form of non-perishable goods and building materials to residents of natural disaster struck areas.
- Successfully raised INR 920,000 during my term.
- Gained valuable leadership and teamwork skills by managing a team of 30 people and vendors.

LANGUAGES

English

Native speaker

Hindi

Native speaker