Robert Smith

Junior Web Developer

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SUMMARY

Junior Web Developer with one plus years of experience is seeking an opportunity to extend my web development and multimedia editing skills and knowledge.

SKILLS

HTML 5, CSS 3, Javascript, JQuery, PHP, Photoshop, Illustrator, Indesign, Dreamweaver

WORK EXPERIENCE

Junior Web Developer

AFI - August 2017 – September 2017

- Effectively wrote clean, minimalistic, reusable, code for AFI email newsletters.
- Utilized Adobe Photoshop and illustrator for the production of web-optimized images.
- Updated web content (including images, links, and text) on a total of 15 AFI web pages in under a three-week span.
- Understood the marketing objectives for each project assigned and ensured deadlines for assigned projects were met.
- Worked with the Director of web services to contribute to the ongoing evolution of the AFI website.
- Maintained accuracy and attention to detail throughout the creative and development process.
- Handled multiple projects simultaneously while ensuring all projects were completed within the deadline date.

Web/Email Developer

The Los Angeles Times - October 2016 – July 2017

- Executed email marketing strategy for newsletter and enrollment campaigns.
- Used HTML, CSS, and Cheetahmail for the build out and distribution of email newsletters and enrollment campaigns.
- Streamlined communications during the reporting process to improve workflow efficiency.
- A/B tested enrollment campaigns and newsletters to determine the most effective email format and subject line.
- Worked with my team to manage the workflow including the development of the email calendar, collaborating on content, and obtaining approvals.
- Worked collaboratively with developers and in-house team to develop and maintain websites for a variety of clients.
- Maintained the knowledge of current web-design trends and apply to current client-based projects.

EDUCATION

Bachelors Of Science in Marketing, Emergent Digital Practices - September 2011 to June 2015(The University Of Denver - Denver, CO)