ERIC BAUM

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Professional Summary

Experienced web developer skilled in building and maintaining user-focused websites. Proficient in creating landing pages, site builds, and content updates using a variety of tools. Strong problem-solver with a commitment to digital solutions that support business goals. Brings strong leadership, communication, and critical thinking skills, with a dedication to continuous learning.

Professional Experience

Web Content Specialist - T. Rowe Price – September 2024 to Present

Build and maintain web pages for the main T. Rowe Price website using Adobe Experience Manager (AEM), ensuring brand consistency and accessibility compliance. Collaborate with two cross-functional teams supporting different business units to deliver timely and accurate content. Work closely with designers, developers, and compliance teams to troubleshoot and optimize web content across browsers and devices. Contribute to QA efforts and enhancements to AEM templates and workflows.

Web Developer - Unlock Health – September 2021 to August 2024

Worked closely with designers using Elementor and WPBakery to address complex site-building challenges. Deployed over 110 websites via GoDaddy, WP Engine, and other major hosting platforms. Diagnosed and resolved CSS and JavaScript issues, improving overall stability. Ensured mobile responsiveness by identifying and fixing design inconsistencies across viewports.

Web Developer - Compulse – August 2018 to September 2021

Led communication and project execution for 30+ website builds and numerous landing pages. Specialized in WordPress, Bootstrap 4, HTML5, CSS, PHP, JavaScript, SASS, ACF, and Gutenberg. Maintained regular collaboration with management, designers, and QA analysts to enhance site performance and ensure client satisfaction.

Web Developer - Media Star Promotions – June 2018 to August 2018

Managed multiple development projects, including site builds and landing pages. Collaborated with department managers and account reps to meet client expectations and design goals.

Web Developer - Exit 10 – August 2017 to June 2018

Handled multiple development projects, including site builds and updates. Utilized HTML5, CSS, PHP, JavaScript, and ACF to build responsive, client-driven websites. Worked closely with internal stakeholders to ensure all deliverables aligned with requirements.

Project Manager & Client Relations - Welsh Technologies – June 2014 to August 2017

Managed client relationships across organizational levels, delivering regular project status dashboards. Gathered requirements through meetings and communication channels, and directed development teams through scheduling, task delegation, and budget oversight.

Education & Certifications

Bachelor of Arts – Lynchburg College, Lynchburg, VA
WordPress Certification – Wake Technical College, Raleigh, NC
Google Analytics Certifications