Geoffrey Peel

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Freelance WordPress Developer with full-stack training looking for a full-time Junior Developer position. Has experience designing, building, and maintaining custom and theme-built sites for small businesses. Additional experience as a Project Manager for web projects at a digital marketing agency.

TECHNICAL SKILLS
HTML, SCSS, Bootstrap, Git, jQuery, PHP, WordPress, JavaScript, AJAX, Java, Python, NodeJS, MySQL, APIs, the command line, computer science fundamentals

PROJECTS
Gazelles Coaches Website – https://coaches.scalingup.com/
(HTML, SCSS, PHP, WordPress CMS, Advanced Custom Fields)
  · Custom WordPress site leveraging custom fields, taxonomies for coach profiles
  · Hooks and archive templates create highly navigable UX

Beg's List – https://stark-beach-71508.herokuapp.com/
(Express, Sequelize, NodeJS, jQuery, Ebay API, User Authentication, Handlebars, HTML, CSS)
  · Created database persistent vote logic that live updates and sorts on the front-end
  · Designed the site's front-end and coded Handlebar templates

World Geography Quiz – https://gkpeel.github.io/world-geo-quiz/
(Used: HTML, SCSS, jQuery, Google Maps API, JavaScript)
  · Prototype design for an in-browser game to name the countries of the world
  · Uses the Google Maps API for improved UX and gameplay.

Marvel Trivia Game – https://gkpeel.github.io/TriviaGame/
(HTML, CSS, jQuery, Giphy API, Javascript)
  · A timer-base quiz game that leverages jQuery functionality, and the Giphy API

Command-line LIRI – https://github.com/gkpeel/liri-node-app
(NodeJS, Inquirer Package)
  · A command-line interface that utilizes the Spotify, OMDb, and Bands in Town APIs.

RELEVANT EXPERIENCE
Freelance, *Web Developer and Digital Marketing Consultant* - Philadelphia, PA   April 2017 - Present
  · Design and code WordPress sites for entrepreneurs and small-businesses.
  · Advises and creates content for inbound marketing campaigns (blogging and email campaigns)
  · Finds insights on effectiveness of clients' overall marketing efforts by monitoring site analytics
  · Improved blog template and content marketing which increased client traffic by 300% year over year
  · Since a new site release in March 2018, one client's monthly traffic has risen by 100%
  · Created content marketing and email campaigns that drove record attendance to a clients' workshops

ADDITIONAL WORK EXPERIENCE
We Speakeasy, *Project Manager - Digital Projects* - Philadelphia, PA   Jan 2017 - April 2017
  · Led a team of designers and developers that pushed five sites live, while also moving four others further along the development process
  · The point of contact for ten accounts with ongoing WordPress maintenance needs
  · Coded designer's mockup to HTML in prep for WordPress implementation

Gazelles Inc./Scaling Up Coaching, *Marketing Consultant* - Philadelphia, PA   Mar 2015 - Jan 2017
  · Designed and coded HTML emails to market their bi-annual Summits and regional workshops

· Parsed CRM data to target relevant buyer personas and build email campaigns to convert leads
72 Productions, Verve Talent & Literary Agency, OddLot Entertainment, Los Angeles, CA
Executive/Office Assistant, Sep 2011 - Jul 2014

EDUCATION
University of Pennsylvania, Philadelphia, PA – Full Stack Web Development Bootcamp *(2019)*
Temple University, Philadelphia, PA – Computer Science Certificate *(2019)*
Savannah College of Art & Design, Savannah, GA – Film M.F.A. (2011)
University of Florida, Gainesville, FL – Telecommunications B.S., Entrepreneurship Minor (2008)