

# GIFFORD R. NOWLAND

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## EDUCATION

**University of Delaware** – Newark, DE

*Bachelor of Science – Business Administration: Marketing Concentration & Interactive Media Minor – 3.2 GPA*

MAY  
2010

## SKILLS

*Highly motivated with an acute attention to detail I excel working in a fast-paced environment delivering quality results – I take great pride in my work*

**Development:** Languages: HTML5, CSS3, SASS/SCSS, JavaScript/jQuery/Ajax, PHP, SQL, Wikitext, Symfony2 ♦ Usability & Analytics Analysis ♦ SEO **Design:** UI & UX Design ♦ Wireframing ♦ Graphic Design ♦ Logos & Branding **Software:** Adobe: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere ♦ Sublime Text ♦ GitHub ♦ Bower ♦ Balsamiq ♦ MAMP ♦ Xcode ♦ CMSs: Wordpress, Joomla, Drupal ♦ Google: Analytics, API, AdSense ♦ Amazon AWS ♦ Microsoft Office

## PROJECT EXPERIENCE

PLEASE VIEW MY ONLINE PORTFOLIO AT [www.giffordnowland.com](http://www.giffordnowland.com) FOR PROJECT SAMPLES AND MORE INFORMATION

**Backcountry.com** – Salt Lake City, UT – [www.backcountry.com](http://www.backcountry.com) – *Specialty Outdoor Goods Retailer*

NOV MAR  
2012 - 2013

*Intranet Web Developer – Wikitext, SQL Queries*

- ♦ Recognized distribution inefficiencies for internal company newsletter, initiated endeavor to digitalize, format, and search-engine-optimize newsletter content for presentation on internal Wikitext database
- ♦ Participated in front-end user interface, user experience, and usability improvement discussions

**Whitehall & Company** – New York, NY – [www.whitehallandcompany.com](http://www.whitehallandcompany.com) – *Commercial Investment Firm*

JULY MAY  
2010 - 2012

*Web Designer/Developer – XHTML, CSS, PHP, JavaScript, SQL, Wordpress CMS*

- ♦ Modernized website architecture, authored custom template to convert static site to Wordpress CMS

**DelRide SnowCorp** – Newark, DE – [www.delride.com](http://www.delride.com) – *Ski/Snowboard Organization*

FEB MAY  
2007 - 2010

*Web Designer/Developer, President – XHTML, CSS, PHP, JavaScript, SQL, Drupal CMS, Wordpress CMS*

- ♦ Created community website to organize student travel, developed plugin to facilitate carpool creation
- ♦ Managed web, email, and traditional marketing campaigns; increased membership from 50 to 200

**UDress Magazine** – Newark, DE – [www.udressmag.com](http://www.udressmag.com) – *Fashion Magazine*

APR MAY  
2008 - 2010

*Website Designer/Developer – XHTML, CSS, PHP, JavaScript, SQL, Joomla CMS*

- ♦ Established fashion magazine blog and social community achieving over 850 unique visitors per month

**Tap The Campus** – West Chester, PA – *Location-based recommendation, notification, and rewards app*

JUNE OCT  
2012 - 2012

*Partner, Development and User Interface Design – Symfony2 PHP framework, Amazon AWS*

- ♦ Performed market analysis and feasibility studies, attended Early Stage East startup networking event

**Light Up The Queen Foundation** – Wilmington, DE – *historical theatre restoration initiative website*

MAR MAY  
2009 - 2009

*Web Development Team Lead – XHTML, CSS, JavaScript, Ajax*

- ♦ Lead team developing an interactive online exhibit of abandoned theatre to cultivate investment interest

**Edgemoor Community Center** – Wilmington, DE – [www.ecc-de.org](http://www.ecc-de.org) – *Non-Profit Community Center*

SEPT JUNE  
2009 - 2010

*Website Design/Development Intern – XHTML, CSS, JavaScript, Flash, Google API*

- ♦ Conducted user and client needs-assessments, post-deployment usability studies, Google API integration

## WORK EXPERIENCE

**Backcountry.com** – Salt Lake City, UT – *Specialty Outdoor Goods Retailer*

NOV MAR  
2012 - 2013

*Product Expert*

- ♦ Awarded “Top Sales Conversion” for 4<sup>th</sup> Quarter 2012 out of entire 205-person Customer Solutions team
- ♦ Established lasting relationships with customers; responsible for over \$153,000 in net sales each quarter

**Whitehall & Company** – New York, NY – *Commercial Investment Firm*

JULY MAY  
2010 - 2012

*Analyst, Corporate Technology Manager*

- ♦ Prepared formal investor presentations, information memorandums, and related investment materials
- ♦ Responsible for software and systems administration decisions; integration of enterprise cloud solutions
- ♦ Established weekly market newsletter distributed to over 1,000 investors; performed research, analysis, and interpretation of financial market data; utilized Bloomberg Excel APIs to facilitate data automation

**Student Multimedia Design Center** – Newark, DE – *University Of Delaware's Production & Design Studios*

SEPT MAY  
2007 - 2010

*Student Multimedia Assistant*

- ♦ Assisted students with complex graphic design and film projects in a state-of-the-art production studio

## ACTIVITIES AND HONORS

**Boy Scouts of America** – Newark, DE – *Eagle Scout, Assistant Senior Patrol Leader – Troop 50*

2000 - 2006

**Featured Website: Yellow Arrow Project: Newark** – University of Delaware's Interactive Media homepage

2010

**University of Delaware** – Dean's List

2007, 2008, 2009