

GIFFORD R. NOWLAND

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EDUCATION

University of Delaware – Newark, DE

MAY 2010

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

SKILLS

Highly motivated with an acute attention to detail, I thrive working in a fast-paced collaborative 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 • Logo & Branding **Software:** CMS: Joomla, Wordpress, Drupal • GitHub • Sublime Text • Balsamiq • MAMP • Xcode • Adobe: Photoshop, Illustrator, Dreamweaver, InDesign, After Effects, Flash, Premiere • Google: Analytics, API, AdSense • Amazon: AWS • Microsoft Office

PROJECT EXPERIENCE

PLEASE VIEW MY INTERACTIVE ONLINE PORTFOLIO AT www.giffordnowland.com FOR MORE PROJECT SAMPLES AND INFORMATION

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

NOV MAR

Intranet Web Developer – Wikitext, SQL Queries

2012 – 2013

- 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 – *Commercial Investment Firm*

JULY MAY

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

2010 – 2012

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

DelRide SnowCorp – Newark, DE – www.delride.com – *Ski/Snowboard Organization*

FEB MAY

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

2007 – 2010

- Founded community website to organize student travel, developed application to facilitate carpool creation
- Generated web, email, and traditional marketing campaigns; increased active membership from 50 to 200

UDress Magazine – Newark, DE – www.udressmag.com & lookbook.udressmag.com – *Fashion Magazine*

APR MAY

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

2008 – 2010

- Established fashion magazine blog and social community, ultimately obtaining over 850 monthly visitors

LoSo – West Chester, PA – *Location-based recommendation, notification, and rewards app for social venues*

JUNE OCT

Partner, Application Development and User Interface Design Team Lead – Symfony2 PHP framework, Amazon AWS

2012 – 2012

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

Light Up The Queen Foundation – Wilmington, DE – *Website to promote a historical theatre restoration initiative*

MAR MAY

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

2009 – 2009

- Lead team in developing an interactive online exhibit of abandoned theatre to cultivate restoration interest

Edgemoor Community Center – Wilmington, DE – www.ecc-de.org – *Non-Profit Community Center*

SEPT JUNE

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

2009 – 2010

- Conducted user and client needs-assessments, post-deployment usability studies, integrated Google APIs

WORK EXPERIENCE

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

NOV MAR

Product Expert

2012 – 2013

- Awarded “Top Sales Conversion” for 4th 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

NOV FEB

2013 – 2014

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

JULY MAY

Analyst, Corporate Technology Manager

2010 – 2012

- 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, & interpretation of financial market data; utilized Bloomberg Excel APIs to facilitate the automation of data

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

SEPT MAY

Student Multimedia Assistant

2007 – 2010

- 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 – Featured on University of Delaware’s “Interactive Media” Portal

2010

University of Delaware – Dean’s List

2007, 2008, 2009