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   FEB
Intranet Web Developer – Wikitext, SQL Queries   2012 – 2014
- 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 focus group 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   FEB
Product Expert   2012 – 2014
- 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

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