James Ravelle

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Portfolio: https://jamesravelle.github.io/

SUMMARY

Full stack web developer with strong digital marketing and graphic design background. Completed a full stack web development certificate program from the University of Pennsylvania and earned an MBA. Successfully built and managed applications, custom WordPress websites and numerous development projects

TECHNICAL SKILLS

- **Languages / Frameworks:** Javascript, Node, React, HTML, CSS, jQuery, Bootstrap, PHP, Express, MongoDB, SQL

- **Applications:** Visual Studio, Microsoft Office, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver, Premiere, After Effects), HubSpot, WordPress, Google Analytics

- **Other:** Email, Graphic Design, Video Editing, Animation, SEO, Social Media, Content Marketing, Ads (Display, PPC, Social)

EXPERIENCE

Web Developer & Digital Marketing Specialist, Therapy Source, Inc., Plymouth Meeting, Pa., Mar. 2017 – Present

- Develop and maintain web technologies - websites, microsites, job boards, integrations, etc. Managed a large custom-built WordPress website with numerous custom features, content pieces and several hundred pages.
- Designed, coded, deployed and tracked email and ad campaigns / landing page (HubSpot)
- Managed all inbound and outbound marketing channels, SEO, social media and content
- Created graphic and video assets using Adobe Creative Suite, while also administrating company's database

Web Developer & Graphic Designer, Marketing Partners, Bethlehem, Pa, Apr. 2015 - Mar. 2017

- Designed and built marketing campaigns and strategies using print, web, email, video and more.
- Managed several websites (ASP and PHP) and responded to client support tickets for content change requests and debugging issues.
- Coded, designed and tracked email campaigns and landing pages
- Created web, video, and print materials using Adobe Creative Suite

Graphic Designer & Print Specialist, Bethlehem Business Forms / Allentown, Pa., Oct. 2014 – Apr. 2015

- Designed (InDesign, Photoshop, Illustrator and EFI Fiery), controlled and organized print production

Marketing Specialist, Lehigh Valley Arts Council / Allentown, Pa., June 2013 – Sept. 2014

- Managed website, email campaigns, direct mail projects and databases.

PROJECTS

- **Wine Hub:** MERN eCommerce application – robust inventory management and consumer marketplace. https://vast-river-22849.herokuapp.com/

- **Game Swap:** Game trading application built with node.js, SQL, express, handelbars and others (to test, login in with test@gmail.com / password) https://project2-rmdm.herokuapp.com/

- **Covid Dash:** Javascript / jQuery application that displays current and historical Covid data, interactive map, testing locations and relevant news articles. https://afternoon-fjord-46442.herokuapp.com/

EDUCATION

- Penn LPS Coding Bootcamp Certificate
  University of Pennsylvania // 2020

- Masters of Business Administration, Business Management // 3.44 GPA
  Moravian College // 2010 – 2013

- Bachelor's Degree, Marketing // 3.85 GPA
  Moravian College // 2008 – 2010