

Jim Carpenter

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in LinkedIn

FRONTEND WEB DEVELOPER

Leverages Technical Background to Build Modern, Responsive Experiences

Trained in modern graphic design principles. Self-motivated, with great interpersonal skills. Excels at developing process improvements to help companies change as the market dictates. Thrives on delivering the highest quality solutions to meet or exceed the needs of the customer. Passionate about web development and looking to take technical experience further by obtaining a position as a JavaScript front-end or full-stack web developer.

- HTML5
- CSS3
- SASS
- JavaScript
- React
- Node.JS
- Git
- Digital Marketing
- UI/UX
- A/B Testing
- Adobe Analytics
- Adobe Target
- Adobe Creative Cloud
- Figma
- Process Development
- Project Management

PROFESSIONAL EXPERIENCE

Rocket Mortgage, Detroit, Michigan

2011 to 2023

Digital Analytics Engineer

07/22 to 07/23

Worked with digital product owners to develop personalized web/app experiences based on audience interactions for national campaigns and product enhancements.

- Developed custom A/B tests across Rocket Companies web and app properties that increased user engagement
- Collaborated with teams on conceptual test ideas that enhanced user experience
- Monitored systems to ensure tests functioned across all digital experiences
- Worked closely with partners to evaluate and understand test analytics to establish baseline of future tests
- Altered and Refine existing tests to optimize based on client behavior

Sr. Application Analyst / Web Developer

11/19 to 07/22

Developed and managed web properties for multi-billion dollar mortgage companies within the Rocket Mortgage family of companies.

- Developed and deployed rebranded Edison Financial website as RocketMortgage.ca to ensure brand and accessibility standards were adhered to
- Followed company priorities and goals to maintain and update the RocketProTPO.com and EdisonFinancial.ca WordPress websites
- Created dynamic landing page experiences leading to increased lead conversion and partnership growth
- Utilized Salesforce Marketing Cloud to develop and launch responsive e-mail campaigns and Journeys that increased user engagement
- Monitored and reported on e-mail engagement scores and metrics so teams could personalize e-mail sends based on user engagement

Graphic Designer / Design Team Leader**10/12 to 11/19**

Led a team of 23 designers to assure committed to work was delivered on time and to company standards. Pitched work to Rocket Mortgage marketing partners, CMO, CEO and Chairman of the Board. Had work published in the Wall Street Journal.

- Worked with team members to help develop and grow as designers to reach career goals
- Developed, implemented and maintained creative processes for internal creative agency OKRs
- Lead team retros and prioritization efforts to increase proficiencies
- Designed and coded HTML5 display ads for brand and direct response campaigns that increased user awareness
- Created unique branded materials for national marketing campaigns that led to increased lead flow
- Produced posters, logos, static banners ads, booklets, and direct mail for increased brand awareness

HTML Specialist**02/11 to 10/12**

Modernized Rocket Mortgage e-mail templates and campaigns. Sent e-mail to millions of clients in form of adhoc's and automated campaigns.

- Developed dynamic e-mail templates that pulled in client data for a personalized experience
- Coded and launched marketing e-mail campaigns to clients throughout mortgage process that increased engagement
- Gathered and reported e-mail metrics for internal marketing clients

Berkshire eSupply, Novi, Michigan

2004 to 2011

Ecommerce Business Analyst**01/10 to 02/11**

Worked with product owners, designers and sales teams to develop product placements for website and product catalog. Maximized offerings to increase sales volume based on historical data.

- Managed CMS web data for corporate websites and printed catalog
- Designed, and coded HTML e-mail sales campaigns
- Created website sales graphics and display ads to increase product awareness
- Readied CMS product images and thousands of SKU's for websites and printed catalog

Digital Marketing Specialist/ Information Systems Analyst**09/04 to 01/10**

Built digital sales fliers and web ads for new products. Provided sales volume data to management and sales team to track annual sales goals and growth.

- Managed, designed, and coded HTML e-mail campaigns to increase product awareness
- Assisted clients with company website usage problems and connectivity issues
- Developed internal quote system that allowed for consistency and increased response time to clients

EDUCATION

Certificate of Completion, JavaScript Full Stack Bootcamp, Grand Circus, Detroit, Michigan

Diploma in Graphic Design/Media Arts, Specs Howards School of Media Arts, Southfield, Michigan

Certificate of Completion, MCSE & A+, Computer Training Labs, Farmington, Michigan

Certificate of Completion, Lewis & Hanks School of Automotive Design, Madison Height, Michigan