JEFF LOUDEN

502.762.5108 • JEFFLOUDEN.COM • JEFF@JEFFLOUDEN.COM

LEAD DEVELOPER, BARACKOBAMA.COM

OBAMA FOR AMERICA • SEPT 2011 – PRESENT

Developed and supervised the daily operations of the largest, and first responsive, presidential campaign website in history with over 350 million page views.

Collaborated with stakeholders, project managers, designers, devops engineers and user experience engineers to translate the goals of the campaign into world-class interactive experiences such as the Affordable Care Act Tool and Young Americans for Obama.

Managed five developers with a variety of specialities and expertise, responsible for the creation and maintenance of all voter persuasion projects for BarackObama.com.

Leveraged A/B testing, user focus groups, web analytics reports, SEO optimizations and usability enhancements to improve ROI including an estimated 161% in acquisition conversation rate.

Led the broadest implementation of custom Facebook Open Graph actions which published over 700,000 unique actions.

Created and maintained documentation, best practices, and coding standards for a team of twenty developers.

FREELANCE DEVELOPER

JAN 2007 – SEPT 2011

Developed web properties for individuals, non-profits, and small business clients. Services included, but not limited to, rapid prototyping, design and front-end development, server-side engineering, and client training.

SOFTWARE TRAINER

APPLE, INC • MAR 2008 – FEB 2011

Led training sessions for business professionals, Apple employees, and clients of all skill levels on a wide variety of professional and consumer software applications.

CERTIFICATION IN MUSIC TECHNOLOGY AND PRODUCTION

BERKLEE COLLEGE OF MUSIC

JAN 2005 – JAN 2007

BACHELOR OF SCIENCE, INFORMATION STUDIES

FLORIDA STATE UNIVERSITY

AUG 2001 – MAY 2005

HTML5 / CSS3 • JAVASCRIPT / JQUERY / MODERNIZR

OPTIMIZELY • EXPRESSION ENGINE / WORDPRESS / JEKYLL

DJANGO • PHP / MYSQL • LESS • GIT