Jay Smith

Developer, Designer, and Digital Marketer Professional

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Summary

Experienced and versatile web developer, designer, and digital marketer with over 6 years of experience in managing and completing 80+ websites, specializing in WordPress, Shopify, front-end technologies, React, and NextJS. Seeking mid-level to senior roles or contract opportunities to utilize my technical skill set and contribute to organizational growth. I am dedicated to exceeding expectations and providing tremendous value to any organization I join.

Work Experience

Lead Web Developer & Digital Strategist
Veritas Group - Austin, TX (Remote)
December 2020 to April 2023

- Assess and integrate emerging technologies to optimize organizational operations.
- Develop comprehensive digital strategies, driving the implementation of new technical solutions.
- Utilize data analysis to identify opportunities for growth and address complex business challenges.
- Collaborate with marketing and PR teams to design, create, and promote engaging website content and visuals.
- Oversee website operations, ensuring optimal hosting, maintenance, and security.

Contract Web Developer & Digital Marketing Consultant
Blueprint Marketing Systems - Chicago, IL
May 2019 to Present

- Consult clients on web development, web design, and digital marketing needs.
- Propose marketing, design, and development solutions based on needs assessment.
- Design visually appealing and user-friendly websites using Adobe Creative Suite, Sketch, and Figma.
- Develop websites using WordPress, Shopify, front-end technologies (HTML, CSS, JavaScript), React, and NextJS.
- Maintain and update client websites and digital assets.
- Develop and execute marketing strategies, including SEO, social media, content creation, and email marketing.

WordPress & Shopify Developer
Dream Bigger Media Group - Miami, FL (Remote)
January 2018 to May 2019

- Consulted clients on technical requirements.
- Recommended technical solutions based on needs assessment.
- Collaborated with the web design team to convert PSD designs into websites.
- Developed client websites using WordPress, Shopify, front-end technologies, React, and NextJS.
- Created visually engaging content and digital media, including graphics and videos.
- Updated and managed websites as needed.

Junior WordPress Developer
SongSplits - New York, NY
March 2016 to January 2018

- Assisted with the development and maintenance of the WordPress site.
- Created content and managed social media post-scheduling.
- Performed data scraping and wrangling tasks using various tools.

Education

BS Business Administration
The University of Illinois Urbana - Champaign, IL
August 2002 to June 2006

Skills & Core Competencies

Development

- WordPress - custom theme development, plugin integration, optimization, PHP
- Shopify - theme customization, app integration, store setup
- React - component-based development, state management, performance optimization
- NextJS - server-side rendering, static site generation, API integration
- HTML5 - semantic markup, accessibility, SEO optimization
- CSS3 - responsive design, animations, cross-browser compatibility
- JavaScript - ES6+, asynchronous programming, DOM manipulation
- jQuery - DOM traversal, AJAX, event handling
- AlpineJS - declarative JavaScript framework, UI interactions
- Bootstrap - responsive grid system, components, utility classes
- Tailwind CSS - utility-first CSS framework, rapid UI development
- SASS - modular and maintainable CSS, variables, mixins, nesting
- Git - version control, branching, collaboration

Design & Content Creation

- UI/UX Design - user-centered design, wireframing, prototyping
- Adobe Creative Suite - Photoshop, Illustrator, InDesign
- Sketch - vector-based design, UI prototyping
- Figma - collaborative design, prototyping
- Canva - graphic design, social media visuals, presentations
- Copywriting - SEO-friendly, persuasive, engaging content
- Graphic Design - branding, layout, visual communication
- Video Editing - storytelling, transitions, color grading
- Photography - composition, lighting, post-processing

Digital Marketing

- Search Engine Optimization (SEO) - on-page, off-page, technical
- Search Engine Marketing (SEM) - Google Ads, keyword research, bidding strategies
- Social Media Management - strategy, content planning, engagement
- Social Media Advertising - PPC, Facebook Ads, Instagram Ads, LinkedIn Ads
- Content Marketing - blogging, content curation, distribution
- Email Marketing - newsletter design, segmentation, analytics

Courses & Certifications

FreeCodeCamp Responsive Web Design Certification
FreeCodeCamp Front End Libraries Certification
HubSpot Content Marketing Certification
Yoast SEO for WordPress Training Certification
Google Digital Marketing & E-commerce Certificate