

# JEFF MCKEAN

## FRONTEND WEB DEVELOPER +

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## SUMMARY

Experienced **Frontend Web Developer** with years of expertise developing user-friendly, performant, and responsive registration sites for clients in the **Real Estate**, **Resort**, and **Investor Relations** industries.

Notable and recent accomplishments include:

- Generating **over 7,000 leads** in the first year of launching a multi-lingual registration landing page, exceeding client expectations.
- Switched from a PHP based static site to Astro JS framework which improved page load times by 20%.

## WORK EXPERIENCE

### P+B Marketing Ltd.

Frontend Web Developer / Web Admin

2013 to Present

Years of experience collaborating with clients in a positive working environment, simplifying technical considerations and problem-solving unique specifications that come with almost every project.

## STATIC SITES & CMS

- Manage 8 - 12 client websites in-house
- Responsive, cross-browser/device-tested registration sites built in **PHP** and **Astro JS** SSG/SSR
- Multi-task numerous client projects and deadlines
- Convert custom designs from any format
- Custom page layout composition and transitions
- Content Management Systems (WordPress, Wix, Joomla)
  - Custom themes & templates
  - WP Core/Plug-in version maintenance
  - Ensuring backups are functioning
  - Troubleshooting WP Core and PHP/plugin conflicts
- Web form integration with MailChimp, Zoho Creator, and Onyx Technologies
- GSAP parallax scrolling

## ADDITIONAL SKILLS

Apply my background in **web design** and **multimedia** towards creating **visually compelling content**.

Recognize pixel-level shifts in detail, maintain a consistent and accurate representation of any design and layout across devices.

Comprehensive understanding of design fundamentals.

Find creative solutions to manage complex design requirements.

## LANGUAGES

HTML5

CSS/SASS/Flexbox/Grid

JavaScript

jQuery

PHP

Markdown

## TECHNOLOGIES

Astro JS

CMS

NPM/PNPM

GitHub/GitHub Actions

SFTP

SSH

Trello

## SOFTWARE

Proficient in Mac & PC

Adobe Creative Cloud:

- Photoshop
- Animate
- Premiere Pro
- After Effects

- ScrollTrigger
  - ScrollSmoother
  - SplitText
- Image colour correction, art direction, and optimization
- Cumulative Layout Shift Prevention
- Modern image formats (webp/avif) with jpg/png fallbacks
- Custom UI and UI framework integrations
  - Accordions
  - Tabbed content
  - Image banner carousels
  - Lightbox, Modal/popup windows, Tooltips
- DOM manipulation
- Customized Google Maps
- Responsive developer floorplans with information UI, including customizing Mapplan floor plan components

## HTML EMAIL CAMPAIGNS

- MailChimp API and Zoho Creator lead management and integrated email campaigns
- HTML emails with responsive two and three column stackable layouts
- Outlook conditional comments for maintaining an accurate layout
- Tested in Litmus
- Deployed through MailChimp
- Post campaign performance metrics

## HOSTING & DNS ADMIN

- WHM server management, security, web and email hosting Admin
- DNS and Nameserver configuration and troubleshooting
- Manage company and client domains and hosted accounts
- SSL certificates

## ANIMATION & VIDEO

- Client video editing and modifications
  - Masking, looping, easing, and optimization for web
- Vector/bitmap banner Ad animations for web and social media
- Responsive landing page animations and videos with desktop and mobile versions

## ACCESSIBILITY & SEO

- ARIA attribute states, labelling, roles, and accessibility compliance

- Illustrator
- Visual Studio Code  
Handbrake Transcoder  
Microsoft 365 Suite

## TESTING

BrowserStack  
Litmus  
Postman  
DevTools/PageSpeed Insights  
Google Tag Assistant  
Meta Pixel Helper

## ACCESSIBILITY

ARIA Labelling  
Semantic HTML  
WAVE Accessibility Testing  
Naming Conventions  
Descriptive Alt Tags & Keywords

## REFERENCES

Available on Request

## EDUCATION

**Ryerson University**  
Film, Video, Multimedia

### OCAD

Fine Arts and Graphic Design

### Sheridan College

Fine Arts and Graphic Design

- PageSpeed Insights/DevTools performance and best practices
- SEO reviews, descriptive metatags, keywords, titles, image alt tags
- Sitemaps
- Organized site structure and naming conventions

## THIRD PARTY SERVICES

- Google Cloud Platform Admin
  - Accounts & billing
  - Google Analytics setup, installation, and reporting
  - Google Tag Manager setup, installation, and integration with Facebook Meta Pixel
  - Cloud Run
  - App Engine
  - reCAPTCHA
- Microsoft 365 Admin & troubleshooting
- Zapier account config
- Cookie consent setup, integration, and customization
- MailChimp company and client account management
- Troubleshoot a dedicated server move while blacklisted during a transitional phase as one of my first responsibilities