

# 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 achievements include:

- Generating **over 7,000 leads** in the first year of launching a multi-lingual registration landing page, exceeding client expectations.
- Switching from a static PHP based site to Astro JS framework **improved page load times by 25%**.

## WORK EXPERIENCE

### P&B Marketing Ltd.

Frontend Web Developer / Web Admin

2014 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

- Manage 8 - 12 client sites in-house
- Responsive, cross-browser/device-tested registration sites built in **PHP** and **Astro JS** SSG/SSR framework
- Web form integration with **MailChimp** and **Salesforce Marketing Cloud**
- GSAP parallax scrolling (ScrollTrigger, ScrollSmoother, SplitText)
- Image colour correction, art direction, and optimization
- Modern image formats (webp/avif) with jpg/png fallbacks
- Custom UI and UI framework integrations
  - Accordions, tabbed content, image banner carousels
  - Lightbox, modals, tooltips
- DOM manipulation
- Cumulative Layout Shift Prevention
- Customized Google Maps API
- Responsive developer floorplans with information UI

## ADDITIONAL SKILLS

Background in **web design** and **multimedia**.

**Multi-task** numerous client projects and deadlines.

Recognize **pixel-level shifts in detail**, maintain a consistent and accurate representation of custom designs and layouts 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

Node.js/Nodemailer

CMS

NPM/PNPM

GitHub/GitHub Actions

Netlify CI/CD

SFTP

SSH

## SOFTWARE

**Proficient in Mac & PC**

Adobe Creative Cloud:

- Photoshop

## CONTENT MANAGEMENT SYSTEMS

- WordPress, Wix, Joomla
- Customized themes, templates, child themes
- Comfortable editing core function files
- WP Core/Plug-in version compatibility troubleshooting
- Ensure backups are functioning

## HTML EMAIL CAMPAIGNS

- MailChimp API lead integration and HTML email campaigns
- Responsive two and three column stackable layouts
- Outlook conditional comment workarounds
- Tested in **Litmus**, deployed through **MailChimp**
- Post campaign performance metrics

## HOSTING & DNS ADMIN

- WHM web and email hosting Admin, Netlify CI/CD
- DNS and Nameserver configuration and troubleshooting
- Company and client domains and hosted account mgmt
- SSL certificates
- Troubleshoot a dedicated server move while blacklisted during a transitional phase as one of my first responsibilities

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

- Animate
- Premiere Pro
- After Effects
- Illustrator

Visual Studio Code

Handbrake Transcoder

Microsoft 365 Suite

Trello

## 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**

Animation and Graphic Design