John Simpson

Web developer with wide range of skills in design and marketing.

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JohnSimpson.dev

DEVELOPMENT EXPERIENCE

Developer, Designer, Marketer *Innovative*
2019 - PRESENT

- Developer and marketer for nationwide refrigeration company.
- Works with team of backend developers to fix bugs and add new features to internal web apps, using Laravel stack and APIs.
- Sole developer for client-facing sites: designs and codes custom WordPress themes using PHP, SQL, HTML, JS, and CSS.
- Runs social media accounts, and executes marketing campaigns.
- Produces graphics using Photoshop, Illustrator, and InDesign.
- Tracks analytics to guide marketing and SEO tactics.
- Writes/edits copy for blogs, social media, and internal documents.
- Executes independent projects such as video creation.

Developer, Designer, Marketer *vk.gy*
2018 - PRESENT

- Founder of largest English database for certain Japanese bands. (Site is feature complete and only maintained in spare time.)
- Designed and developed custom CMS built in PHP and SQL, as well as custom frontend framework using HTML, CSS, and JS.
- Used UI/UX to allow easy entry of clean data.
- Used analytics, search console, heatmaps, and optimization to increase search rankings and revenue.
- Built and maintained professional business relationships with companies in the industry, and conducted interviews.
- Successfully launched Patreon campaign and Shopify store.

Freelance Web Developer *Self-Employed*
2014 - 2019

- Designed and developed custom sites, usually using WordPress, Webflow, or Squarespace, with custom themes.
- Actively collaborated with clients to achieve their goals.
- Designed logos and promotional materials using Adobe suite.

OTHER EXPERIENCE

Head of Quality, *Shamrock Foods, Verona*
2014 - 2019

Head of Quality at large production facility. Performed biochemical analyses and ensured quality of 200,000+ bottles per day. Undertook independent project using skills in web application development, UI/UX, and Excel, that saved thousands of dollars per month.

SKILLS

Technical Skills
Frontend development, graphic design, marketing, SEO, UI/UX

CSS, Git, HTML, JavaScript, jQuery, Markdown, PHP, SQL, SVG, VBA

APIs, Bootstrap, Docker, Laravel, Liquid, Sass

Bitbucket, Github, Webflow, WordPress, Shopify, Social Mako, Square, Squarespace

Assessments
IKM WordPress: Strong (93%)
IKM Front End: Strong (84%)

Education
B.S., Biology
James Madison University

References from clients and former supervisors available upon request.