**Jordan Rogers**

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**SUMMARY**

Developer with 5+ years of web development, marketing, and SEO experience. Skilled in front-end design, responsive layouts, HTML5, and CSS. Collaborate with clients to implement third-party integrations while managing strict deadlines. Knowledgeable in Photoshop, and some JavaScript. Seeking to support a skilled team of senior developers with development and high impact projects for a company focused on learning, growth, and innovation.

**TECHNICAL SKILLS**

**Programming Languages:** HTML5, CSS, JavaScript

**Technologies:** WordPress, Cloudways, Google Analytics

**EXPERIENCE**

**Roadside Dental Marketing,** Marysville, WA **Sep 2018 – Present**

**Web Developer Dec 2020 – Present**

* Build responsive and accessible web pages and blogs for 250+ marketing clients based on SEO and conversion strategies across multiple WordPress themes and editors, increasing average client traffic by 20-30%
* Customize, update, and tailor existing plugins, themes, and templates for client's needs and style, resulting in high client satisfaction and leading to a 98% client retention
* Troubleshoot and debug issues with website performance, responsiveness, and compatibility (front end and back end of WordPress), improving Website security and increasing website Lighthouse score to 90+
* Manage team of 4 developers to upgrade site technology (forms, plugins) and manage marketing deadlines, achieving HIPAA compliance for all clients without any disruption for 200+ client websites
* Migrate company to new WordPress theme to reduce bloatware, increasing page speed by 30%

**Search Engine Optimization Specialist Sep 2018 – Dec 2020**

* Conducted Keyword Research and Competitor Analyses to generate a strong SEO and content strategy for marketing clients, achieving top 10 Google Search Engine results for 100+ clients
* Built funnels and email sequences for company to sell new SaaS tool, converting 25% of clients
* Optimized on-page content (keywords, headings, images, meta titles, meta descriptions, etc.) and technical SEO (XML sitemaps, robots.txt, site speed, crawl errors, etc.), resulting in 10-12 keywords ranking for clients on Google first page
* Improved UX and content to increase user impressions (150% average increase), website clicks (115% average increase), and leads (400% average increase)

**PROFESSIONAL DEVELOPMENT**

**Semrush Academy –** Digital Marketing Certification

**edX/HarvardX –** CS50's Introduction to Computer Science

**EDUCATION**

**Oilfields High School,** Black Diamond, AB, Canada **July 2018**

High School Diploma, Graduated with Honors

**SKILLS & INTERESTS**

**Software:** Google Search Console, Go-High Level, Adobe Photoshop, SEMRush, AHrefs, Yext

**Interests:** Travel, Science Fiction & Fantasy, Reading, Watching Movies, Guitar

**Languages:** English, Spanish