

Jeremy Ledford (He/Him)

Designer, Developer, Marketer

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Richmond, Virginia

My interests, along with career necessity, led me to cultivate a diverse skillset. I am versed in front-end development, UX/UI design, print design, digital marketing, photography, branding, and more. However, my most important and sharpened skill is problem solving; I find ways to make things work. If I can't find what I'm looking for, I make it myself.

Experience

Marketing Director & Creative Director

Sep 2014 - Present

EcoSupply & Tekstur · Richmond, VA

Managed a small marketing team. Handled everything marketing, web development, and art direction related for over 14 brands and product lines. Rebranded the company soon after start date, then moved on to create a marketing infrastructure that revolutionized how the company did business. Helped create and brand several product lines including Tekstur, EcoCuts, Oxtops, and Decocore. Pushed hard for implementing 508/WCAG compliance in our web-based projects.

- Web Design
- Front-End Development
- Email Marketing
- CRM/SaaS Integration
- Print Design
- Video Production
- Social Media Marketing
- Product Sampling & Logistics
- Trade Show Planning & Coordination
- Brand Creation

Web Developer & Video Production Manager

Sep 2013 - Sep 2014

The Idea Center · Richmond, VA

Created corporate videos, designed and built Wordpress websites using Foundation and Bootstrap, social media management and design.

- Web Design
- Front-End Development
- Graphic Design
- Video Production

Freelancer & Independent Contractor

Sep 2006 - Present

Self-Employed · Richmond, VA

Freelance Photography, Graphic Design, Web Design & Development. Clients include: Tumblr, Lamitech, The Story So Far, Eco Windows & Facades, Seasonal Roots, Julian W Black Food Ingredients.

- Web Design
- Front-End Development
- CRM/SaaS Integration
- Print Design
- Video Production
- Social Media Marketing
- Brand Creation
- Portrait Photography
- Wedding Photography

Volunteering

Co-Founder

Mar 2012 - Present

VeganRVA

Created a resource hub for the vegan community in Richmond. Manages several other volunteers who help with content creation, social media management, and community outreach.

- Community Outreach
- Web Development
- App Development
- Social Media Marketing

Certificates

Hubspot Marketing Software Certification - Hubspot

Expires Apr 2021

Technical Skills

General

Front-End Development
UX/UI Design
Graphic Design
SaaS/API Integrations
CRM Specific Integrations
Accessibility
Information Architecture
Workflow Design
JAMstack
Video Production
Pro Photography
3D Modeling

Frameworks

Vue 3
Nuxt 3
Gridsome
Astro
React

Languages

Javascript
HTML
CSS
SASS
GraphQL
PHP
Typescript

Libraries

Three.js
TailwindCSS
Bulma
Bootstrap

Google

Google Suite
Various API's

Adobe CC

Illustrator
Xd
InDesign
Photoshop
Lightroom
Premiere
Acrobat

Other Platforms

Wordpress
Netlify
Contentful
Git
Airtable
Zapier
MODx
GPT
Stable Diffusion

References

Ian Hurdle - Director of Photography

Zach Mayo - Data Architect

Mike Pepper - Product Specialist

Drew Nelson - Java Developer

Contact Info Available Upon Request

Projects

Developer

Eco Windows & Facades Branding & Website

- HTML
- CSS
- Javascript
- Vue
- Gridsome
- TailwindCSS
- Zoho CRM

Apr 2021 - Present

Developer

Decocore Logo Design, Branding & 3D Specification Tool

- Branding
- Graphic Design
- HTML
- CSS
- Javascript
- Vue
- Three.js
- Hubspot

Jun 2020 - Present

Developer

EcoSupply Branding & Website

- HTML
- CSS
- Javascript
- Vue
- Gridsome
- TailwindCSS
- Hubspot

Mar 2020 - Present

Developer

Tekstur 3D Specification Tool

- HTML
- CSS
- Javascript
- Vue
- Three.js
- Foundation

Feb 2019 - Present

Developer

Tekstur Website, Branding & Art Direction

- HTML
- CSS
- Javascript
- Vue
- Three.js
- Foundation
- Adobe CC

Feb 2015 - Present

Developer

Oxtops Branding & 3D Tabletop Designer

- HTML
- CSS
- Javascript
- Vue
- Three.js
- Bulma
- Adobe CC

Aug 2019

Developer

Julian W. Black Industrial Food Ingredients Website

- HTML
- CSS
- Javascript
- Foundation
- MODx

Jun 2017