

Kevin Mai

Front-End Web Developer

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Professional Summary

Dedicated Front-End Web Developer with 9+ years of experience specializing in WordPress, SEO, and performance optimization. Proficient in HTML, CSS, JavaScript, and PHP, with a proven track record in enhancing website performance, user experience, and search engine visibility.

Work Experience

Front-End Web Developer

May 2015 – Aug 2024

VitalStorm | Rockwall, TX

- Converted designs from Adobe XD into fully custom WordPress themes website.
- Optimized websites performance, achieving a 50% performance boost and a 30% reduction in bounce rate, leading to a 15% increase in conversions.
- Developed and maintained SEO landing pages for internet marketing campaigns (Google Ads, Facebook Ads).
- Collaborated with cross-functional teams to ensure seamless integration of front-end and back-end components.
- Reduced load times by optimizing images, minifying code, and implementing caching, resulting in a smoother user experience.
- Retrofitted previous client websites with updated designs and functionalities using HTML, CSS, JavaScript, & PHP.
- Implemented SEO best practices, resulting in enhanced search engine visibility.
- Set up Google Tag Manager for advanced third-party script handling and special inputs.
- Custom build and maintain PPC SEO (search engine optimization) landing pages for internet marketing, Google Ads, Facebook Ads utilizing HTML, CSS, JavaScript, Gatsby.js & Sanity.io.
- Assembled and addressed technical and design requirements, integrating user-facing and front-end elements to maintain web presence effectiveness.
- Helped the company streamline WordPress website builds by implementing plugins such as ACF (Advance Custom Fields) for custom field input.

Mortgage Servicing Specialist II

Feb 2012 – May 2015

Bank Of America | Plano, TX

- Update complaint cases on a daily base
- Email and contacting management regarding customer complaint to the appropriate line of business
- Manage other employee case while they are out of the office
- Track any complaint case and help resolve customer complaints.
- Help set up new hire password and system access
- Experience working with a variety of business departments

Education

Lincoln Tech

Oct 2004

Automotive Tech | Grand Prairie, TX

Skills

Development: HTML, SCSS, JavaScript, GatsbyJS, React, Sanity.io, WordPress, PHP, Twig, Timber, Shopify, SEO

Creative: Photoshop, XD, Figma, Premiere, Light Room

Admin: Office Suite, Wrike, Analytics, Search Console, Google Tag Manager, ManageWP