

**Kaleb Pierce**

Elizabethton, TN

[kalebpierce@gmail.com](mailto:kalebpierce@gmail.com)

423-552-5256

Hardworking and diligent Full Stack Web Developer skilled in HTML, JavaScript, React Js framework, React-Native, CSS, Sass, Less, Bootstrap, PHP, MYSQL. Proficient in CMS systems, WordPress and Magento2, Open Cart.

**Programming Languages**

JavaScript, PHP, C++, Python

**Frameworks:**

JavaScript: React, jQuery

CSS: Bootstrap, Bulma

**Database:**

MySQL, MariaDB, Firestore, MongoDB

**Operating Systems:**

Ubuntu, Windows 10, Mac OS

**Software Tools:**

Adobe Photoshop CS5, Adobe XD, Php Storm, Visual Studio Code, Microsoft Visual Studio, Firebase

**Content Management Systems:**

WordPress, Magento 2, OpenCart, PrestaShop,

**Version Control:**

Git

**Other Relevant Skills:**

Leadership, Organization, Communication, Self-motivated, Team-oriented, Productivity, Problem- solving skills,

**EDUCATION**

Associate of Applied Science in Computer Information Technology

Northeast State Community College - Blountville, TN

## EXPERIENCE

**Front End Web Developer**, The AAM Group.

April 2021 – November 2021

**Languages:** PHP, JavaScript, HTML, CSS

**Preprocessors:** SCSS, LESS

**Frameworks:** OpenCart MVC, jQuery, React.js

**App containerization:** Docker

Worked to improve and add new features on the companies E-Commerce platform developed for resellers in the automotive industry. Built on the foundation of open cart 2.0.

Added new features to the Product Exporter using PHP to make it easier for customers to find what products didn't have categories or brands.

Customers were complaining there wasn't a gallery feature on the platform to show case their products on their vehicles. This was a hugely requested feature as some customers didn't want to use the platform because of it. I built the new gallery module with React.js and the Simple React Lightbox package. The marketing team showed it off to customers and the feedback was overwhelmingly positive.

Improved the user experience when using the image grid or gallery module by adding a draggable feature to allow the user to sort images in any order they wanted using the Draggable JQuery feature.

**Front End Web Developer**, Direct *Cabinets INC.*

November 2020 – April 2021

**Languages:** PHP, Javascript, HTML, CSS

**Frameworks:** Magento 2

Increased product sales, with a complete overhaul of the entire site design, to provide a more user-friendly experience and integrate google analytics.

Helped design and make the left hinge and right hinge feature that would allow customers to specify which type of door hinge style they wanted before checkout.

Removed old plugins from the site that weren't being using and added a new page builder plugin to assist in page redesigns.

Worked with third party platforms to integrate new plugins, as the site was using an older version of Magento 2 which led to some issue integrating new plugins.

Provided consultation on how to fix caching issues with the site which led to increases in speed and performance.

Provided suggestions to the owner on how to upgrade the server for future site traffic and possibly moving to a different hosting provider for caching and speed.

Took customer calls when there were technical difficulties when processing their orders.

Added a new section in the cabinet categories to allow the customer to see suggested door models to quickly get them to the specific product they were looking for.

Added new products and categories to the site using csv's or manual input.

Designed the cabinet saver kitchen measuring guide.

Designed banners for promotions and holidays using Adobe Creative Suite.

Designed email campaigns for customers and contractors using Agile CRM.

**Web Developer/Owner, Aegis Web Design**

June 2020 – January 2021

**Languages:** PHP, Javascript, HTML, CSS

**CMS:** Wordpress

Attempted to start a small web design company for small businesses in my area.

Learned a lot about different kinds shared hosting platforms to cloud platforms.

Designed and headed email campaigns attempting to increase website sales using Hubspot CRM

Attended networking meetings and groups to increase awareness and build connections for future web clients.

Created marketing strategies for clients to increase credibility and sales using Facebook Ads, custom email marketing, Google Analytics and SEO techniques.

Designed websites using elementor pro and templates.

Studied documentation and learned how to make custom word press themes and plugins using PHP, HTML, Javascript.

Redesigned existing word press sites for customers and improved accessibility and SEO for the site.

**Internship, Northeast State Community College**

January 2018 – May 2018

Computer Information Technology Capstone-

Worked with the city of Kingsport's IT department to create new police reports that pulled from their police department database use MySQL.

Was taught basic networking skills and how the networking infrastructure was built by their solo developer.

Learned fundamentals about their VOIP system and how it works.