

Keith Laidlaw

Front End Developer and Web Producer

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Summary

Experienced front end developer and web producer fluent in HTML5/CSS3, JavaScript/jQuery, and WordPress/PHP, who turns raw ideas and rough content into beautiful, accessible websites.

Expertise

- Front end development
- Content management
- Accessibility
- Responsive design
- Google analytics and SEO
- User testing
- Salesforce and Marketo
- Agile/scrum methodologies
- Problem solving
- Github
- Project management
- Superior collaborative skills

Experience

O'Reilly Media

Senior Web Producer, Nov 2015 – Mar 2020

Front end web developer for O'Reilly marketing projects, including:

- Blog redevelopment
 - Built Wordpress multisite blogs and theme from scratch for Radar and Content sites
 - Created cross-site author taxonomy, podcast integration, and custom topic pages
- Accessibility overhaul
 - Audited and updated oreilly.com marketing site to meet W3C WCAG accessibility standards
 - Particular focus on form usability and implementing full keyboard/screen reader support
- Marketing site
 - Produced landing pages using HTML/CSS/JavaScript in legacy MySQL/Perl-based CMS
 - Integrated Salesforce and Marketo lead capture forms

Public Media Company

Product Manager, Aug 2014 – Nov 2015

- Launched Channel X, an online marketplace for video aimed at public broadcasters
- Led development of new features from wireframes through launch

Bill & Melinda Gates Foundation

Media Impact Analyst, Sep 2014 – Nov 2015

- Worked with Bill & Melinda Gates Foundation to analyze audience impact of media grantees

LinkTV.org

Product Manager and Editorial/Content Lead, Feb 2010 – Jun 2014

- News.LinkTV.org website redesign (launched Oct 2012)
 - Led ground-up redesign, starting with move to WordPress-based CMS
 - Responsive design removed need for maintenance of separate mobile apps
- LinkTV World News iPad app (launched Oct 2012) and website (launched Jun 2011)
 - Product manager and editor for video-based news website
 - Adapted proprietary semantic video platform to work with embedded third-party content
 - Doubled traffic first month traffic by month six, and again over the next year
 - iPad app #1 in App Store “news” category on release, surpassed download targets
- ViewChange.org (launched May 2010)
 - Launch editor for Bill & Melinda Gates Foundation-funded website
 - Led effort to apply automated semantic analysis to video using natural language processing
 - Edited, encoded, and uploaded raw video from digital and analog sources

Other Experience

KQED.org *Aug 2007 – Feb 2010*

- Blogger for KQED.org/arts; researcher and writer for KQED.org/youdecide

Chow.com *Feb 2008 – Feb 2010*

- Email newsletter manager, blogger, copyeditor, and video presenter

Independent.co.uk *Feb 2005 – Mar 2007*

- Associate editor; took over as magazine editor for special project issues

NME.com *Jun 2003 – Feb 2005*

- Copyeditor and writer for leading London music magazine and website

Esquire.co.uk *Nov 1999 – May 2003*

- Feature writer, copyeditor, launch editor of magazine’s first standalone website

Education

Product Management: The Art and Science of Building Great Products

Stanford Continuing Studies

Bachelor of Arts (Honors) Degree in Film and Media Studies

University of Stirling (UK)