

Paul Hobbs

Front End Developer

Phoenix, AZ

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pauldevelops.com

Key Skills

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|--------------|------------|----------------|--------------------|
| ★ HTML5 | ★ jQuery | ★ MongoDB | ★ Jira / Asana |
| ★ CSS3 | ★ React | ★ RESTful API | ★ Excel / Sheets |
| ★ Bootstrap | ★ Passport | ★ Git / GitHub | ★ Google Analytics |
| ★ JavaScript | ★ NodeJS | ★ No/SQL | ★ Adobe Suite |

Professional Experience

Web Designer, Paul Develops, Phoenix, AZ | Nov 2021 - Present

Design, develop, and deploy branded websites utilizing HTML, CSS, WordPress, WooCommerce, SquareSpace, Magento, Shopify, and various other web technologies.

- Design and launch responsive websites while working directly with clients.
- Create all brand assets including logos, business cards, and stock photography.
- Complete SEO and competitor analysis to boost Google rankings and site conversions.

Digital Content Marketing Specialist, MetCap MGMT, Cranston, RI | Jan 2021 - Jan 2022

Developed and maintained individual brand identities across multiple channels for several companies while working collaboratively with each company's corresponding stakeholder. Assisted in creation and deployment of new brands and company websites.

- Grew multiple Instagram accounts by 400% while maintaining a 17%+ engagement rate.
- Curated content across six social channels ensuring a cohesive brand identity.
- Tracked, analyzed, and reported weekly analytics and KPIs to management.
- Pitched, developed, and co-created monthly content calendars for various brands.
- Coordinated with product and restaurant teams to identify and hire content creators for paid collaborations.

E-Commerce Data Specialist, CME Corp., Warwick, RI | Apr 2018 - Jan 2021

Generated large-scale profit growth by improving SEO and UX of products across the website while working within Magento. Managed and monitored tickets in an Agile environment.

- Created and maintained 10,000+ individual products utilizing Magento and Excel.
- Doubled organic traffic utilizing SEO best practices and improved user experience directly resulting in increased company profit of hundreds of thousands of dollars.
- Assisted with a complete website redesign and category structure overhaul.

Education

- **The Complete 2022 Web Development Bootcamp**, London App Brewery | 2022
- **Responsive Web Design Certification**, freeCodeCamp | 2022
- **Social Media Certification**, HubSpot | 2021
- **SEO Fundamentals**, Semrush | 2019
- **Business Essentials**, CCRI | 2019