Reed Wigley
Front-end Developer

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rwigley55.github.io/reed-wigley-portfolio/

> Summary

I am an entry level front-end developer eager to make an impact. With a strong blend of creativity and enthusiasm, I am committed to crafting visually appealing UIs and user-centric digital experiences. I have a relentless drive to learn and innovate. I am learning the development process of building reusable UI libraries and developing components that are efficient, high-performance, and composable. Through professional experiences, personal projects, and online courses I am honed into the three basic technologies for front-end development: HTML, CSS, and JavaScript. Additionally, I have branched out into popular frameworks like React and Bootstrap. I am continuously researching industry trends to further enhance myself.

Prior to embarking on my web development journey, I was an SEO specialist. I have multiple years of experience managing projects with objectives ranging from driving organic traffic to client-held websites to optimizing user conversion rates. I am proficient at reading search data, understanding key organic KPIs, and making decisions based on findings.

> Experience

Search Engine Optimization Specialist • All Campus • Chicago, IL　〔2019-2022〕

- Analyzed and optimized SEO strategy and tactics on a portfolio of client held websites.
- Conducted extensive keyword research and competitive analysis for website content.
- Managed link building campaigns.
- SEO reporting on key organic traffic KPIs using Google Analytics, Google Search Console, and other various SEO industry accepted tools.

Digital Media Associate • Hutong School • Shanghai, China　〔2017-2019〕

- Developed website SEO and paid search strategies using Google AdWords and Keyword Planner.
- Digital content creation for social media and advertising campaigns.
- Created various blog posts on industry related topics to boost website traffic.
- Executed online marketing campaigns, including website optimization management.

> Skills

Technologies & Frameworks
HTML • CSS • Bootstrap • Tailwind • JavaScript • React

DevOps & Productivity
Scrum • Lean • Kanban • Figma • InDesign • Git • Github • WordPress

Languages
English (native) • Chinese Mandarin (Elementary)

> Education

University of Connecticut　〔2012-2016〕
Bachelor of Sciences • International Business Management

Hutong School　〔2017-2019〕
Chinese Mandarin • HSK II certified