

Reed Wigley

Front-End Developer

rwigley55@gmail.com • github.com/rwigley55 • [linkedin.com/in/reedwigley](https://www.linkedin.com/in/reedwigley) • rwigley55.github.io/reed-wigley-portfolio

Entry level self-taught front-end web developer looking to take the next step into the industry. Proficient in the three pillars of front-end: HTML, CSS, JavaScript. Enthusiastic about creating modern UIs and pixel-perfect designs from mockups, Knowledgeable in back-end and API integration via server side languages like Node and Express. Previously an SEO specialist managing client websites from a portfolio of 20 universities with 50+ academic programs. Specialized in creating & maintaining organic traffic, on-page conversions, keyword optimization, content direction, A/B testing, and much more.

Experience

Search Engine Optimization Specialist

2019 - 2022

AllCampus, Chicago, IL

- 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

2017 - 2019

Hutong School, Shanghai, China

- 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

HTML, CSS, Bootstrap, Tailwind, JavaScript, ReactJS, NodeJS, ExpressJS, PHP, MongoDB

DevOps & Productivity

Scrum, Lean, Kanban, Figma, InDesign, GIT, GitHub, WordPress, Postman, NPM

SEO

Screaming Frog, Moz, Google Analytics

Education

University of Connecticut

2012 - 2016

Bachelor of Sciences, International Business Management

Hutong School

2017 - 2019

Chinese Mandarin, HSKII certified