# SCOTT BICKELL

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## FRONT-END WEB DEVELOPER
### DEVELOPING WEBSITES AND DIGITAL MARKETING CONTENT

A Front-End Web Developer with experience producing websites, creating digital marketing content, developing for mobile devices, and using analytics in a variety of business sectors. Expertise in Responsive Design, HTML, CSS, WordPress, Drupal, graphic design, video editing and project management.

## CORE COMPETENCIES

HTML5, CSS3/SCSS, Responsive Design (Bootstrap, Foundation, ZURB Stack), LAMP stack, Google Analytics, Email Marketing, Marketing Automation, User Experience Design, Video Editing, MacOS Administration, Graphic Design, Adobe Creative Suite, Search Engine Optimization SEO.

## CAREER EXPERIENCE

**Senior Digital Developer**, DMXENGAGE, Centennial CO, 12/2014 – 07/2017

Interacted with clients to build web and email assets / campaigns with WordPress and Drupal theme development and LAMP stack setup and administration. Met with clients to formulate project requirements, review project scope, and develop budgeting estimates. Increased efficiency by standardizing the responsive web and email project workflow for client projects. Managed the company website. Boosted newsletter signups and improved SEO ranking.

- Increased mobile web presence marketability by creating responsive email and landing templates.
- Attracted website visitors by injecting search engine optimization into code and content.
- Performed A/B testing for marketing campaigns, improved client websites, and enhanced marketing campaigns and branding materials; managed internal projects using project management software.
- Evangelized the importance of semantic HTML, progressive enhancement, and mobile-first design.
- Built more than ten client websites using WordPress and created custom responsive themes based on existing branding including custom post type development.
- Created 40+ custom email and landing page templates, producing hundreds of emails and web pages.
- Developed an iPad mobile web application that integrated with a client marketing automation platform.

**Digital Marketing Manager**, DMXENGAGE, Centennial CO, 11/2013 – 12/2014

Developed email marketing campaigns and custom WordPress themes. Administered client websites. Designed and printed newsletters, postcards, flyers, and posters.

- Administered email marketing campaigns using an in-house marketing automation platform.
- Strengthened consistency and quality across multiple channels by assisting with two company re-brandings.

**Web & Multimedia Designer**, Zegrahm Expeditions, Seattle WA & Centennial CO, 03/2004 – 09/2013

Key contributor to the marketing department for an expedition travel company. Owned the company website, produced video and DVD marketing materials, managed digital assets, designed / coded email marketing campaigns, and tracked marketing campaign results with Google Analytics and Adobe Site Catalyst. Created PPC campaigns. System Administered the Macintosh computers.

- Redesigned zegrahm.com, migrated to Drupal 6 and developed web sites for Zegrahm and partner firms.
- 420% increase in email subscribers reached by designing weekly HTML email campaigns and tracking to link email subscribers to website activity.
- Administered staging and production servers for zegrahm.com (MSSQL/IIS) and the company blog.
- $20,000 saved by implementing a less costly and better solution for managing the digital photo library.
- Produced the video promoting the company product, authored DVD, and designed mailing packaging.

**Marketing Project Coordinator / Assistant Graphic Designer**, Zegrahm Expeditions, Seattle WA, 2003

Designed print-based and online marketing materials. Produced passenger documentation and cataloged digital images. Updated expedition content on website.

- Assisted with migration of static website to dynamic IIS/ASP/MSSQL platform.
- Promoted to position as owner of the company website.

**Web Developer**, Seattle Community Colleges District Office, Seattle WA, 07/2001 – 03/2002

- Designed and developed sites for the district and for upcoming events.
- Updated and maintained existing sites. Integrated streaming video presentations.
- Assisted with testing, research and documentation for the migration of the existing District sites to Windows 2000 Server with IIS 5.0 and SQL Server 7.0.
- Optimized automated database-driven applications.
- Conducted usability studies of existing district sites and made recommendations.
- Designed and printed materials promoting the Web Team as a resource for the district.

**Freelance Web Design & Development**, 1999 – Present

## EDUCATION & PERSONAL DEVELOPMENT

**Associate of Applied Science in Web Design**
Seattle Central Community College
2002

**Introduction to ASP.NET**
Arapaho Community College
2008

**Presenting Data and Information**
One-day course taught by Edward Tufte
2012

**Teaching Assistant, Introduction to Web Authoring**
School of Visual Concepts, Seattle, WA
2002