SHAWN MATHEW

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FRONT END DEVELOPER

I'm a web developer with a focus on the front end of client sites and applications. I work with design teams and agencies to develop web designs using HTML, CSS/SASS, Javascript and PHP. Depending on project needs, I also create custom Wordpress themes so clients can manage their own content. In addition, I setup or audit Google Analytics and Google Tag Manager implementations.

Additional points of note include:

- use the BEM methodology when writing CSS/SASS and have used libraries like Twitter Bootstrap, Foundation, Bourbon and Bourbon Neat
- take a modular approach when writing Javascript for better organization and easier maintenance; familiar with MV** and revealing module design patterns
- interested in full stack Javascript; recently became more familiar with the MEAN stack (MongoDB, Express, Angular, Node.js) and have used it to build a custom CMS for portfolio site
- use Grunt for build tasks and Git for version control

RELATED EXPERIENCE

Front End Developer (5/2015 – 9/2016)
Baldwin & Obenauf, Inc.
BNO is a full service creative agency that helps clients develop relevant and meaningful brand connections. I worked with the design, UX, and account teams to develop client websites that are responsive, cross browser and cross device compatible. My responsibilities were writing HTML5, CSS3, Javascript and PHP to create user experiences according to client specifications, as well as assessing the technical requirements of a client project and estimating delivery time. Clients include Mastercard, Johnson & Johnson and World Education Services.

Client work includes:

- Masterpass.com - maintenance of site which covers 46 global locales. Refactored website from Backbone.js to plain Javascript using module design pattern. Allowed for easier and quicker maintenance by decreasing amount of code necessary to implement site.
- Created various micro sites, landing pages and custom Wordpress themes for client and internal projects

Freelance Front End Developer, Google Analytics Consultant (7/2012 – 5/2015)
Sub-contractor to 2 design studios and an online marketing agency where my work involved building designs into websites and implementing or auditing Google Analytics tracking.

Construct Creative Studio (design studio) - Developed websites for a variety of clients primarily creating responsive Wordpress and Squarespace themes using HTML, CSS, Javascript and PHP. Used tools such as SASS, Grunt and Git as well as the Bootstrap front end framework and jQuery. Implemented Google Analytics to track defined goals and created custom dashboards and reports in Google Analytics for clients to quickly view important data.

Client work includes:

- GoTrekkin.com – travel social networking website built using Wordpress and Buddypress. Helped with defining user and administrator tasks as well as creating wireframes. Developed design and built page templates using PHP, Javascript and SASS. Worked with another freelance developer to develop custom Buddypress functions

- Unionfitness.co.uk – built responsive Wordpress theme for yoga and pilates studio using parallax technique. Single page website, implemented custom Google Analytics to track each section as pageview on scroll

DUPO.is (design studio) - Used HTML, CSS/SASS, Javascript and PHP to build the front end interface of client applications and websites. Worked with the Laravel PHP framework and used development tools such as Git Tower, Beanstalk and Codekit. Setup and audited Google Analytics implementations, created custom reports and dashboards as well as documentation for using Google Analytics.

Client work includes:
- Ascap.com – developed responsive email templates in Act-On email marketing software and setup Google Analytics UTM parameters to track each campaign. Identified Google Analytics tracking errors on website including inflated pageviews from multiple beacons sent to the same analytics account and a self-referral issue due to an improper subdomain tracking setup in an iframe
- Unhp.org – edited PHP templates and SASS files to make subdomain of website responsive across mobile, tablet and desktop screens. Identified Google Analytics subdomain tracking error and recommended setting the 'setDomainName' parameter to unhp.org as well as setting up macro and micro goals to track key website behavior

Sound Web Solutions (online marketing agency) - Managed Google AdWords PPC campaigns for clients providing keyword lists, creating ad copy and monitoring keyword bids, impression share, quality score and daily budget. Implemented and audited Google Analytics accounts, created custom dashboards and reports, and looked for traffic insights to improve PPC campaigns.

Notable Achievements:
- Maintained positive return on advertising spend on all managed accounts
- Seattlesailing.com – identified Google Analytics integration issue between Google Product Listing Ads and the BigCommerce platform; worked with BigCommerce to update Google Analytics script to properly track conversions from Product Listing Ads campaign

Analysis Exchange – Volunteer (5/2012 – 7/2012)
Analysis Exchange matches web analytics practitioners with web analytics students to help non-profits and NGOs with free web analytics consulting projects. As a student I worked on:
- Cambridge Community Television - Identified goals of website for Cambridge Community Television and conducted site audit of Google Analytics implementation using WASP and Google Analytics Debugger to ensure proper tag configuration. Defined KPI's and metrics for business goals and reported on initial visitor behavior.
- ROWAN – Rural Orphans and Widows AIDS Network - Setup PPC campaign in Google AdWords and provided copy suggestions and keyword lists. Maintained and monitored keyword bids, impression share, quality score and daily budget. Implemented Google Analytics and linked with AdWords account for campaign measurement.

EDUCATION AND TRAINING

Front End Development Certificate – General Assembly (7/2012 - 9/2012)

Web Analytics, Conversion Rate Optimization, Pay Per Click Advertising, Search Engine Optimization Trained Practitioner Certificates - Market Motive (4/2012)

Google Analytics IQ Certified (8/2014)

Bachelor of Science in Economics (5/2008)
GPA: 3.6, College of Staten Island - CUNY, Staten Island, NY