

Stephen Parker

Web Developer

PHONE 321.474.0974 / EMAIL sparker888@gmail.com / WEB [linkedin.com/in/sparker888](https://www.linkedin.com/in/sparker888)

Since 2020, I've renewed my interest in Web Development from my early career. During this time, I have completed over ten courses including a 6-week JavaScript Master Class and a 20-week React Dev Bootcamp. I have built three production sites in React and completed 11 projects from static blogs to YouTube and Twitter clones to rich Ecommerce apps.

Founder at **GravitalDigital.com**

Orlando, FL 2011 – 2015 and 2021 – Present

I founded and managed a successful digital marketing firm based in Orlando, Florida. I assembled a small, focused team to help clients with website development, Martech stacks, online marketing campaigns, SEO strategy, and social media. We were one of the first firms that specialized in a funnel-based, multi-channel approach driven by data analysis that's so popular today (the firm originally started as a digital analytics company).

Director, Global Sales and Marketing at **Sagrad Inc.**

Melbourne, FL 2018 – 2021

Most recently, I oversaw business development for this AS9100 aerospace engineering firm. I was responsible for representing and selling a key product: their Autonomous Flight Termination Unit (AFTU) developed with NASA. I served both commercial and military customers and worked closely with the USAF, NASA, FAA and DARPA.

Partner at **Longbow Strategic Group**

Melbourne, FL 2015 – 2018

In partnership with owner, Eric Needle, I helped to manage several key accounts for the boutique agency. My area of expertise was in helping clients improve their search ad campaigns (Google and Bing), Search Engine Optimization (SEO) strategy and analytics data reporting & analysis.

Digital Marketing Consultant at **Gannett**

McLean, VA 2008 – 2011

At Gannett I helped several large accounts by managing their digital media plans and campaigns to meet national sales goals and KPIs. My role was primarily the analysis of programmatic ad campaigns to optimize future flights for their digital ad teams. The work also included a mix of SEM/PPC, retargeting, digital circulars and mobile campaigns.

Director of Account Services at **321 Agency**

Melbourne, FL 2006 – 2008

This agency brought me on to help acquire and manage accounts for a newly-formed digital development firm. I helped the firm get started, provided customer and internal management of CMS development (primarily Drupal) and many SaaS digital services.

Director of Sales and Marketing at **Maui Ocean Center**

Wailuku, Maui, HI 2003 – 2006

Managed a department of 14 employees to oversee all park revenue and marketing. I coordinated all marketing internally and with our vendors. Achieved three years of double-digit revenue increases, and was named Hawaii's top family attraction in 2005.

EDUCATION

Bachelors Degree in Communication Studies

Florida State University

School of Communication
and Information

TECHNICAL EXPERTISE

Web Development

Node.js, JavaScript, npm, PostgreSQL,
HTML, CSS3, REST APIs and GraphQL

Frameworks / Libraries

React (Next.js / Gatsby), WordPress,
Drupal and dozens of JS libraries

Production and Deployment

VS Code

GitHub.com

Netlify, Vercel and Gatsby Cloud

Discord and Slack

Microsoft Office

Adobe Creative Suite

CERTIFICATIONS

Google Specialist Challenge

An invitation-only five Google
specialization certification 2015

Google AdWords (now Google Ads)

Google Partners Certificate
Updated September 2016

Google Analytics

Google Partners Certificate
Updated June 2016

Google Tag Manager

Updated July 2015

Google Mobile App Analytics

Updated July 2015

ORGANIZATIONS

Drupal Association

GreenSock animation platform

Professional Photographers of
America (PPA)

See my LinkedIn profile for more details.