Shawn Stone
Frontend Web Developer

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I am a Front-end Web Developer with 4 plus years of experience developing Magento eCommerce storefronts using Javascript, jQuery, PHP, CSS3, and HTML5 while using dev tools such as Git, Gulp, and Docker. I also have experience with React.js, SEO concepts, website analytics (Google Analytics, Facebook Analytics, LinkedIn Analytics), and project management.

WORK EXPERIENCE

Website Specialist
Focus Camera
09/2020 - Present   *Brooklyn, New York*

Achievements/Tasks
- Currently, leading eCommerce website migration and update to a new platform.
- Analyzing reports on the website health, conversion rates, daily traffic, and overall user experience to ensure a seamless user journey.
- Developed custom WordPress features for multiple company websites using PHP, Javascript, and CSS while collaborating with internal UI/UX designers to ensure designs are correctly implemented to company websites.
- Maintained SEO standards making optimization updates where needed.
- Created new website tracking events and tags using Google Tag Manager to help aid our marketing efforts.

Digital Strategy Manager
The Mailworks
12/2019 - 07/2020   *Albany, New York*

Achievements/Tasks
- Designed and built user-facing features and custom landing pages for multiple Magento storefront websites using HTML5, CSS3, Javascript, jQuery, PHP, Git in an Agile team.
- Maintained SEO standards and monitored overall site performance and made optimization updates where needed.
- Created and analyzed annual marketing campaign reports to monitor KPI's and make crucial business decisions regarding all digital marketing.
- Constructed, implemented and analyzed digital marketing campaigns using Google Ads, Google Tag Manager, LinkedIn Ads, Facebook Ads, and monitored leads using CRM software.
- Facilitated communication between Marketing and Development/IT teams to ensure understanding of projects and tasks before, during, and after project completion.

Front-end Web Developer / Marketing Analyst
The Mailworks
04/2018 - 12/2019   *Albany, New York*

Achievements/Tasks
- Developed web pages from designer's designs using HTML, CSS, JavaScript, jQuery, and PHP.
- Integrated new user features using JavaScript/jQuery and Ajax to improve users' web experience.
- Managed company storefronts through Magento and Wordpress platforms.
- Created and analyzed annual marketing reports used in discovering consumer trends to assist in determining marketing campaign initiatives while managing budgets for ad spend.

Front-end Web Developer
Givdapps
10/2017 - 12/2017   *Remote*

Achievements/Tasks
- Web design, development, and implementation of new web features using front end languages. (HTML, CSS, Javascript).
- Connected web pages to align with overall brand and maintain a consistent product.
- Gained experience in the non-profit sector and working with a remote team.

EDUCATION

Bachelor of Science in Informatics
University at Albany
09/2014 - 12/2017

TECHNICAL SKILLS

Web Development
Javascript, jQuery, React.js, CSS3, HTML5, PHP, WordPress, Magento, SEO, Ajax and Rest APIs

UI/UX Design
Sketch, Adobe Photoshop, Adobe Illustrator, Adobe XD, Prototyping

Digital marketing
Google Ads, Google Analytics, Google Tag Manager, Google Search Console, Facebook Business/Ads Platform, LinkedIn Business Manager, CRM Experience (Salesforce), Infusionsoft

Business Technology
Microsoft Office Suite, Google Document Suite, Slack, Asana

CONFERENCES & COURSES

Codecademy Pro Course - React.js
(11/2017 - 03/2018)
Conference/Issuer of the certificate

Complete React Developer
Zero To Mastery Academy
- Full Reactjs course using React, Redux, Hooks, GraphQL, ContextAPI, Stripe, and Firebase.

B2B Marketing Exchange (02/2020 - 02/2020)
Demand Gen Report's B2B Marketing Exchange
- One of the largest marketing conferences in the country focused on Account Based Marketing (ABM) strategies.