

Shawn Stone

Frontend Web Developer

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github.com/sstone0

Front end web developer with 3 plus years 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

Digital Strategy Manager The Mailworks

12/2019 – Present

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.

Website Coordinator / Social Media Intern BuildPay LLC

06/2016 – 12/2016

Troy, New York

Achievements/Tasks

- Monitored and regularly interacted on company social platforms (Twitter, Facebook) to engage with leads and grow brand awareness.
- Web Design, Development, and Implementation of web pages for a customer facing WordPress website showcasing the company's brand.
- Added collaborative tools such as Google Suite to company workflows to establish a more streamlined way of doing business internally between teams to boost productivity.

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 Index, Facebook Business/Ads Platform, LinkedIn Business Manager, CRM Experience (Salesforce, Infusionsoft)

Business Technology

Microsoft Office Suite, Google Document Suite, Slack, Asana

PERSONAL PROJECTS

shawnstone.me

CONFERENCES & COURSES

Codecademy Pro Course - React.js
(11/2017 – 03/2018)

Conference/Issuer of the certificate

B2B Marketing Exchange

Demand Gen Report's B2B Marketing Exchange

- One of the largest marketing conferences in the country focused on Account Based Marketing (ABM) strategies.