Alex McKay

LinkedIn | Portfolio | alex@boldcoastcreative.com

Skillset

Languages: JavaScript, PHP, Liquid(Shopify), HTML, Spanish fluency
Frontend: CSS, Sass, animation, Adobe Creative Suite
Libraries/Frameworks/Plugins: WordPress, WordPress REST API, Shopify, WooCommerce, Advanced Custom Fields, jQuery, Bootstrap, Defuse Crypto, Mapbox GL, Turf.js, Three.js, Git, npm
Hosting: EC2, Route 53, PuTTy

Experience

Web Developer & Designer   *2017 to Present*
Bold Coast Creative | boldcoastcreative.com   *Milbridge, ME*

Bold Coast Creative is a freelance web development business that I built from the ground up. My role is comprehensive, encompassing everything from client acquisition, drafting contracts, site design, writing code, and product launch. Some of my clients include Chipman's Wharf, No Frills Oil, and Darthia Organic Farm.

- Custom built WordPress themes and plugins.
- Ecommerce integration using both the WooCommerce and Shopify platforms.
- Safeguarding sensitive form data using PHP, MySQL and the Defuse crypto library.
- Unique frontend experiences making use of CSS / JavaScript animations.
- Professional photography, custom made graphics and logos.
- Digital advertising research: social media, SEO, and pay per click.
- Server installation & administration, configuring DNS, domain transfers.

Lobster Fisherman   *2015 - 2017*
F/V Uptown Girl   *Milbridge, ME*

For several seasons I worked as a stern man on a lobster fishing vessel in Downeast Maine. My duties included waking up early, salting bait, setting traps, catching lobsters, and general boat upkeep. We hauled whenever the weather permitted in the spring, summer, and fall. During the winter I painted buoys, plowed snow, and ran a few small ecommerce stores.

Residential Energy Auditor   *2011-2013*
Elysian Energy | elysianenergy.com   *Silver Spring, MD*

As a certified BPI building analyst, my goal was to educate homeowners about residential energy efficiency, and increase in-house contracting sales. A comprehensive audit began with a conversation to determine the goals of the client, and was followed up with diagnostic tests on the home. Afterwards, I ran the numbers through computer software, and compiled a report detailing the most cost-effective changes the client could make on their home.

Education

St. Mary's College of Maryland (2010)   *BA in Latin American Studies and Spanish*