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# Gordon B. Smith

## Front-end Web Developer

Front-end Web Developer with agency experience in programming both small and large websites for b2b and b2c clients from concept to completion. Strong focus in creating custom themed websites using the WordPress CMS. Effective team collaborator who works well with team members to establish objectives and complete tasks on-time. Passion for learning and continual growth.

### Skills & Strengths

HTML5	CSS3	JavaScript
jQuery	WordPress	Git
NodeJS	Gulp	Bower
NPM	PHP	Adobe Creative Suite
Google AdWords	Google Analytics	WooCommerce
Client Communication	Audio / Video editing	Project Management
Third-party API Configuration		

### Experience

#### Freelance Web Developer

Freelance - (1 year)

Houston, TX

- Programmed Responsive WordPress websites for various contract clients
- Designed Logos
- Updated Website Content
- Developed User Interfaces for Web Applications

#### Sr. Web Developer | Director of Multimedia

Design At Work - (4 years 1 month)

Houston, TX

- Manage a team of 4 web developers / Establish Department Processes
- Program responsive WordPress websites for small to mid-sized businesses
- Update department manuals / policies / best methods
- Edit tradeshow animations / website videos for various clients using Premiere / After Effects
- Provide in-depth quarterly reviews of each client website which includes an SEO analysis of clients Google Analytics / AdWords campaigns using various reporting tools
- Website Updates / program and schedule client eBlasts
- Program eBlasts / eNewsletters

## **Front-end Web Developer**

Transformer Protector Corp. - (9 months)

Humble, TX

- Redesigned TPC's corporate websites
- Applied known SEO methods and managed/refined Google AdWords campaign to increase site traffic, visitor quality, and improve conversion
- Designed Tradeshow print material, brochures, and booth graphics
- Set up/Managed Social Media accounts
- Designed Info-graphics for TPC Blog to support Social Media Efforts
- Created monthly Google Analytics reports for President / Dept. managers

## **Front-end Web Developer**

AdWhite LLC - (8 months)

Magnolia, TX

- Programmed WordPress websites for small businesses
- PSD conversions to HTML/CSS website layouts and content integration
- SEO improvements for client sites using Google Analytics/SEOMoz reports
- Designs for client Social Media sites

## **Motion Graphics Artist - Contract**

ConsultNet – (1 year)

Draper, UT

- Completed a 3 week contract in 2 weeks for McCann Erickson Worldwide in their Verizon Wireless Flash Banner Campaign
- Completed 5 additional week-long Motion Graphics contracts for McCann Erickson Worldwide working on their Verizon and Verisign campaigns

## **Flash Designer / Project Manager / Developer**

HIT Web Design – (5 years)

Provo, UT

- Built flash banners, introductions and elements. I maintained contact with customers, designers, sales representatives and developers in designing Flash elements for small business sites
- Project Manager in a group of 10 managing a team of 300+ active designers and developers facilitating their needs in meeting production goals and maintaining customer contact. I reviewed 80+ accounts daily to ensure fulfillment
- Assisted the lead developer in the creation and deployment of a flash driven website design software called HIT Designer which allowed over 14,000 clients to create and publish their own website

## **Graphic Designer**

Artistic Sign Design – (1 year)

Draper, UT

- Worked with customers directly in designing, printing and installing custom print & vinyl graphics
- Designed graphics for DC shoes, Rocky Mountain Raceway, Greenwood Construction, Maverick, Farnsworth Farms, Bountiful Police Department, Riverton Motors Group, Larry H. Miller Chevrolet, Black Rhino Tools, Murray Fire Department and more

## **Volunteer Service**

Ecclesiastical Unit – (2 years)

Naga City, PHI

- Served as a Volunteer Representative in the Philippines for a 2 year period
- Spoke the Filipino national language, Tagalog

## **Education**

### **Bachelor of Science, Digital Media focused in Web Design**

Utah Valley University

### **Associate in Applied Science, Visual Arts/Design Multimedia**

Salt Lake Community College

## **Additional Skills**

### **Spoken Languages**

- English, Tagalog (Philippines), Spanish(basic)

### **Project Management Applications:**

- Wrike
- Glip
- Asana

### **3D Tools:**

- 3D Studio Max

### **Other Abilities / Achievements:**

Eagle Scout by 13, 87 Merit Badges by 18.