

## **Jeremy Ivy** - Las Vegas, Nevada

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### **Knowledgebase**

- **Design:** Print & Web Design, Photoshop, Web Marketing
- **Languages:** HTML5/CSS3, Javascript, jQuery, HTML Email, SQL, ReactJS, XSL/XSLT
- **Frameworks:** Bootstrap, Foundation, Sass
- **Platforms:** Contentful, NPM, WordPress, Shopify, Salesforce Marketing Cloud, Leanplum, Segment, Prismic
- **Soft Skills:** Agile Development, Information Architect, Project Management, Web Strategy
- **Systems & Team Tools:** GIT, JIRA, Gulp, Grunt, Exact Target, Responsys Email Service Provider, FedEx Ship Manager Software, Slack, Skype, Zoom

### **Work**

#### **Contractor for hire** - (2006 - Present) - Web Development & Design

15 years experience developing & designing Websites & User Interface components in HTML, CSS, & Javascript for clients ranging from SMBs to Fortune 500 companies.

- Created web templates & customized modules for clients using various Content Management platforms, including WordPress, Shopify themes & vanilla HTML templates.
- Headed project management & talent sourcing while on contract with a client, managing a team of outside contractors to implement Drupal, WordPress, & Magento development for customers.
- Experience in Software Development Life Cycle from A-Z in either Waterfall or Agile methodologies.
  - Gathering specifications.
  - Analysis, design, & information architecture
  - Development, testing & implementation.

Documentation of standards and style guides for end customers.

#### **WynnBET** - (2021) - Assistant Manager of Digital Content

- Managed digital strategy and assets for WynnBET.com
- Content management of promos and bonus offers on WynnBET.com and apps.
- Site review and oversight for WynnBET.com and apps, with an eye towards site optimization.

#### **Sogeti-Capgemini** - Web UI Developer (2021) - Dayton, OH (Remote)

Salesforce Web UI Developer for Janssen Pharmaceuticals.

- Used HTML, CSS, Javascript, JQuery, & Bootstrap to create web cloud pages in Salesforce Marketing Cloud.

#### **New Balance** - Web UI Developer (2015 - 2019) - St. Louis, MO

High performing, fast paced front-end production with remote teams for New Balance US & New Balance Canada, Warrior Sports, PF Flyers & Joe's New Balance Outlet.

- Coded responsive retail marketing assets for landing pages, emails, banner ads. Worked with my team to code templates for production, as well as internal templates to speed production. Authored documentation in our internal code wiki, and mentored junior employees.

- Codebase included HTML, CSS, Javascript, JQuery, Foundation, HandlebarsJS, NodeJS, NPM libraries, and XSLT. Leveraged tools such as Demandware/Salesforce CMS & Responsys ESP platform.
- Streamlined click to cart processes. Improved web user experience and site performance. Improved email click-through, conversion, & unsubscribe rates. Increased online revenue/conversion 6.5% over 4 years.

### **Build-A-Bear Workshop** - Lead Email Developer (2012 - 2014) - St. Louis, MO

Lead Email developer for Build-A-Bear.

- Converted company to responsive HTML codebase for all campaigns and templates.
- Integrated with Responsys & ExactTarget Email Service Provider platforms.
- Occasional front-end development on buildabear.com.

### **Brown Shoe Company** - Web Developer (2008 - 2011) - St. Louis, MO

ECommerce Developer on a team that managed all of Brown Shoe's online retail properties.

- Utilized HTML, CSS & Javascript to create assets for eCommerce websites, from simple banners, to complex javascript enriched landing pages.
- Authored & implemented email development standards for Brown Shoe properties.
- Improved click-through traffic from email 50% over a three year trajectory.

## **Education**

Educational background in graphic design & web design fundamentals.

#### **University of Missouri - Saint Louis** - St. Louis, MO (2000 - 2002)

Fine Arts Program: package & print design, typography, painting & art history.

#### **Saint Louis Community College - Forest Park** - St. Louis, MO (1996 - 1999)

Graphic Communications Program: design, drawing, & computer-oriented media.