Alex Marsh

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About

Results-driven Senior Web Developer passionate about front-end UI/UX design, skilled in helping clients improve and enhance their web presence. Strong technical acumen and familiarity with all stages of the development lifecycle. Demonstrated expertise in managing large-scale projects in deadline-oriented environments, able to juggle multiple pressing projects simultaneously. Adept at working with a wide range of clients from international corporations to local small businesses utilizing multiple languages to complete jobs on time and exceed expectations.

Tools & Technologies

- HTML5
- CSS3
- JavaScript
- SASS
- Responsive design
- WordPress/WooCommerce
- Adobe Creative Suite
- Google Analytics/GTM
- Git/GitHub
- PHP
- SQL
- React.js
- HTML emails
- SEO
- UI/UX
- WCAG

Experience

DEVELOPER | Renoun Creative

March 2024 – Nov 2024

- Cross-team collaboration within an agency environment to create stunning websites for a variety of clients
- Code creation, updates, and maintenance built around WordPress: including custom themes using HTML, SCSS, JavaScript, and PHP as well as plugin and administration duties
- Ensured cross-platform optimization and responsive design
- Testing and debugging for cross-browser and device capability

SENIOR WEB DEVELOPER | Flynn

Aug 2020 – Nov 2022 • 2 yrs 4 mos

- Collaborated with a diverse team in an agency environment to create breakthroughs for a wide variety of clients and projects
- Lead digital development & provided strategic direction for digital development projects
- Full-stack code: HTML, CSS, JavaScript, PHP, and SQL
- Provided functional development (front-end, back-end, administration, maintenance) for WordPress, including custom themes, WP Engine hosting, WooCommerce, plugins, and more
- Ensured cross-platform optimization and responsive design
- Testing and debugging for cross-browser and device capability
- Contributed to scoping costs, estimates, and timing for projects and proposals
- Managed web hosting accounts and triaged occasional uptime and security issues
- Tag management (i.e.: Google Tag Manager, Google Analytics, marketing tags)
- Provided technical consulting regarding online technology platforms and wherever web-related tech experience is needed (connecting to third-party systems, data)

WEB DEVELOPER | Ryan Specialty

May 2019 – Aug 2020 • 1 yr 4 mos

- Helped redevelop & enhance the website/portal of a proprietary high-risk insurance application to be competitive in the market
- Provided support and creative expertise from a web design standpoint
- Suggested improvements to the customer journey from the beginning steps of processing a quote to the end purchase of the policy
- Worked alongside the core team of engineers utilizing full agile SCRUM methodology in two-week sprints

FRONT-END WEB DEVELOPER | Floral Systems
Jan 2019 – Apr 2019 • 4 mos

- Design & development of unique websites within a customized AngularJS and osCommerce solution
- Worked with a streamlined team to provide one-stop website & point-of-sale solutions
- Created customized HTML marketing emails and oversaw email distribution & analytics

WEB DEVELOPER | Freelance
2012 – Dec 2018 • 7 yrs

- Complete website design and development from initial concept to finished product
- Work with a wide range of companies and businesses to accomplish various goals, from product enhancement to redesign and more
- Face-to-face client interaction to meet business needs
- Mockup site designs utilizing the Adobe Creative Suite, custom graphics, web/icon fonts, and foresee pixel-perfect/responsive translation to web
- Utilize a wide array of technologies, stacks, and APIs to accomplish website goals, including Google Maps API, Twitter API, WordPress, and more
- Maintain web standards and best practices while writing custom code from scratch
- Test cross-browser and cross-device compatibility and identify any technical problems

LEAD WEB DEVELOPER | Citibank
Feb 2015 – Nov 2017 • 2 yrs 10 mos

- Full stack development with emphasis on front-end work following brand standards
- Quick and efficient completion of complex development projects for corporate clients with fast-paced deadlines
- Lead initiative on larger projects such as enterprise-scale directory organization and multilingual dynamic sites
- Responsible for the majority of responsive "mobile-first" web development enhancements
- Implemented Google Analytics across our various managed sites; educated clients and peers on usage
- Continued to develop and maintain several dynamic internal JSP-based web applications with PostgreSQL CRUD capabilities following best RESTful practices
- Created the business' first responsive email template; aided acquisition of the cross-platform testing tool Litmus

FRONT-END WEB DEVELOPER | AURORA Consulting Group (Fisher-Price)
Jan 2012 – Sep 2012 • 9 mos

- Front-end development from PSD composition to pixel-perfect, semantic HTML, CSS, and JavaScript/jQuery
- Worked closely with ASP.NET developers to develop dynamic frameworks for B2B and B2C e-commerce sites
- Participated in the application design process and code reviews as part of the development lifecycle
- Performed general programming support to implement corrections or enhancements
- Multiple modern browser testing & debugging