

# John S. Allen

## Front End Web Developer

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## Professional Experience

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### ClickGiant

**Front End Developer / Designer (Remote - Full Time/Contract)** — *May 2021 - August 2021*

- Designed and developed sites for various clients
- Migrated sites on proprietary content management systems (CMS) to WordPress
- Performed general SEO on-site technical audits
- Setup company CI/CD and version control (Git)
- Handled general support requests

### Fermata Web Design

**Owner/Developer/Designer (Freelance Projects)** — *April 2013 - Present*

- Designed and developed WordPress sites for aspiring musicians
- Various misc. freelance maintenance and modifications for a variety of client sites
- SEO Audits and on-site technical SEO cleanup for various clients

### Website Genii

**Front End Developer (Remote - Full Time)** — *August 2020 - March 2021*

- Managed analytics and reporting for clients
- Performed keyword research and developed content plans
- Developed and maintained sites for clients
- Wrote documentation for sites and developed company processes
- Handled general support requests

### Hennessey Digital (formerly Hennessey Consulting)

**Sr. Front End Web Developer (Remote - Full Time)** — *May 2015 - Feb 2020*

- Worked with and managed on-shore and off-shore developers to ensure projects were completed on time and to the highest of standards
- Developed websites for clients across a wide range of industries
- Converted sites built on proprietary CMS to WordPress
- Ensured sites followed WCAG accessibility guidelines where appropriate
- Worked to develop content QA and publishing methods for the company and clients
- Coordinated with PPC vendors to ensure proper tracking was in place (Phone calls, forms, chat, etc.), and implemented various A/B conversion optimization tests
- Performed technical SEO audits and fixed on-site issues discovered

## Skills

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### Languages

HTML

CSS (SCSS)

Javascript

PHP

MySQL

### Software/Services

Screaming Frog, AHrefs, SEMRush

Photoshop, Illustrator, XD, Figma

Asana, Trello, Bitbucket, GitHub etc.

Microsoft and Google Apps Products

Slack, Skype, Zoom, etc.

### Other

WordPress

SEO

Bootstrap, React.js, Vue.js

Webpack, Gulp

Version Control (Git)

## Education

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**Professional Studies Certificate** in Trumpet Performance, 2013-2015

The Colburn School, Los Angeles, CA

**Master of Music** in Trumpet Performance, 2011-2013

Yale University, New Haven, CT

**Bachelor of Music** with honors, *summa cum laude*, 2007-2011

Major: Trumpet Performance

Minor: Computer Technology and Applications

The University of Alabama, Tuscaloosa, AL