

Experience

RaceCarBook.com

January 2004 - present

I developed this site for a retired auto racer who started writing books about engine tuning. It is built in WordPress so the owner can write regular news and blog posts. The site has a shopping cart that sells all books.

I have worked on this site for so long that I have updated it from a basic website to a robust, user-friendly site that enables the owner to maintain a presence on the web without an extensive knowledge of web technologies. Additionally, I write technical articles that have been featured in magazines including EngineLabs, Dragzine, and Engine Builder.

AirDensityOnline.com

April 2010 - present

I worked with RaceCarBook.com to develop online tools for auto racers to better tune their engine. The site was built using PHP as a standalone site but was later imported into WordPress to add a membership plugin to manage users. The site has a freely available section that pulls weather data from DarkSky.net to provide weather data specific to auto racing. I have made numerous help graphics and videos for this site as well.

I built this site from scratch and have managed every detail of it's development from back-end coding to marketing and customer service. Currently I write technical articles as mentioned above and work on promoting the site in the auto racing world.

Mike Jones Jazz

September 2018 – present

I work with Mike Jones, the music director for Penn & Teller, to produce content for his projects. My photos of him have been used in publications such as Downbeat Magazine and the Chicago Tribune. I am working on projects in development including a podcast and a documentary. I have also redesigned his website and help maintain his social media presence.

United Church of Bacon

September 2018 – present

I am working with the creator of the United Church of Bacon to redesign his website and develop an online presence for his charity endeavors. I started out getting the site updated and functional while starting to post regularly on his behalf on Twitter, Instagram, and Facebook. Next steps include a site redesign and a more detailed social media presence.

VSP

August 2012 – July 2014

This was a fun job where I represented the company at benefit fairs across the country. I engaged with people about their vision insurance and spoke publicly about their benefits. I was able to bring information to people about their vision insurance when they were unsure of their benefits.

Skills

- HTML, CSS, JavaScript, PHP, MySQL
- Very advanced with WordPress, WP plugins, hooks, theme design and modification
- Experience developing responsive websites and mobile friendly layouts
- Experience developing SEO friendly content, maintaining SEO for websites
- Advanced Photoshop, Adobe Premiere, Ableton, Audacity
- Microsoft Word, Excel, PowerPoint
- Experienced photographer and photo editor
- Experienced with Facebook ad platform, Google AdSense, Google Analytics
- Excellent communication skills, very good at explaining web concepts to non-tech-savvy people

Education

BA Communication Studies with an emphasis in Digital Media - cum laude **December 2003**
California State University Sacramento, Sacramento, CA

Certificate Programming for the Web **December 2003**
California State University Sacramento, Sacramento, CA