**IT SPECIALIST RESUME**

Gail C. Crim

WordPress Developer

732-487-5256

Gail.crim@yahoo.com

Linkedin.com/in/gailccrim

 **Summary**

Talented WordPress developer with 6 years of WordPress and project lead experience. Standardized project workflow at Liquidify, decreasing delays by 17%. Successfully reassessed and optimized Google AdWords campaigns for a 35% boost in ad network revenue across 60+ websites. Seeking to cut spending and increase efficiency at DojoPhreaks.

**Work Experience**

**WordPress Developer**

Liquidify

March 2017–September 2020

* Led web developer team in 30+ projects, delivering highly personalized, intuitive websites to a diverse portfolio of clients with 99% met deadlines.
* Adapted frameworks of 12 websites for mobile UI adaptation.
* Generated approximately $350,000 in revenue through Google AdWords and SEO campaign optimization.
* Boosted UX reception by 1/3rd, increasing customer satisfaction and retention.

**Freelance WordPress Developer**

June 2014–March 2017

* Restructured web design of a local businesses’ page to implement Google AdSense.
* Designed eye-catching website renovation to drive 20% more traffic to clients’ websites.
* Used Dreamweaver to efficiently reflect changes on live website of local store

**Education**

Bachelor of Computer Science

Northwestern University, Evanston, Illinois

2012

**Key Skills**

* Adobe Creative Suite
* WordPress
* Front-End Web Design
* Excellent Project Workflow Management
* SEO, Branding & AdSense Integration
* Perceptive UX Solutions
* Great Leadership Skills
* Active Listener

**Programming Languages**

* PHP
* Ruby
* HTML5/CSS3
* C++

**Certifications**

* Adobe Certified Professional (ACP), Adobe, 2016
* Front End Web Developer Professional Certificate (W3C), W3, 2015