

Michael Jason McLellan

Dedicated web designer and developer bringing over 16 years experience. Passionate about emerging technologies and user experience with a firm belief in improving designs through best practices and user feedback. An enthusiastic team player that thrives on challenges and always doing my best.

SKILLS

Wordpress
Adobe Suite
HTML & CSS
Web Servers

16+ YEARS
25+ YEARS
20+ YEARS
12+ YEARS

EMPLOYMENT

2021 - present

WEB DIRECTOR – 919 Marketing - Raleigh NC (work remotely from Fairborn OH)

- ☐ Supervise and perform daily maintenance of web site media and content
- ☐ Primary point of contact for all web designs and developments within the company
- ☐ Work in Figma, HTML5, CSS3, Bootstrap, and Github
- ☐ Create custom sites for medium-sized businesses, large franchises, & non-profit entities
- ☐ Create custom landing pages for PPC campaign
- ☐ Create custom Wordpress templates for use with franchise partners
- ☐ Creation of custom graphics
- ☐ Web Front-End Development and UI and UX Design
- ☐ Work with 3rd party softwares and integrations
- ☐ Coordinate projects between departments
- ☐ Consistently meets tight deadlines
- ☐ Increased the number of sites built by 35% annually
- ☐ Launched an average of 60 sites per year
- ☐ Create monthly time tracking reports
- ☐ Company award for quality of work
- ☐ Created guidelines for company branding
- ☐ Train new employees
- ☐ Schedule and attend meetings with internal and external teams
- ☐ Purchase and setup of domains and hosting

2012 - 2021

WORDPRESS DEVELOPER – Netsearch Digital Marketing, Richmond, VA

- ☐ Worked with over 200 different clients
- ☐ Consistently met deadlines
- ☐ Created over 80 different websites across multiple platforms
- ☐ Created PDF mockups of site designs for clients
- ☐ Worked closely with clients to create unique SEO friendly sites
- ☐ Created brand identities for over 30 local businesses
- ☐ Created display banners and posters for trade shows
- ☐ Purchased and configured domain and hosting for clients
- ☐ Backed up and migrated databases to new platforms
- ☐ Conversion of static themes to responsive designs
- ☐ Built SEO friendly themes for a wide range of businesses
- ☐ Troubleshooting of site issues across a variety of content management systems
- ☐ Created and maintained relationships with 3rd party vendors
- ☐ Conducted daily maintenance of Web site media and content

2006 - 2012

WEB MANAGER – Carolina Rustica, Charlotte, NC

- ☐ Managed 5 person web team
- ☐ Maintained large E-commerce Web site exceeding 50,000 products
- ☐ Conducted daily maintenance of Web site media and content
- ☐ Produced and distributed 30+ promotional e-mail templates
- ☐ Managed social media
- ☐ Managed 20+ Public Relations and Marketing web projects
- ☐ Managed Web team's production calendar
- ☐ Managed 1000+ keyword PPC campaigns
- ☐ Managed affiliate site listing through Commission Junction
- ☐ Trained new employees to use content management systems
- ☐ Created video ads for Youtube
- ☐ Created and maintained a Wordpress blog with original content
- ☐ Scheduled and attended meetings with internal and external teams

1994 – 2006

GRAPHIC DESIGNER – Snyder Packaging Concord, NC

- ☐ Managed 2nd shift graphics department
- ☐ Prepped content for printing using proprietary and Adobe software
- ☐ Consulted customers and internal staff on best printing options
- ☐ Created an efficient workflow for developing press plates
- ☐ Assisted in quality control in approving jobs and troubleshooting
- ☐ Experience in operating a Heidelberg multi-color press & Prosetter
- ☐ Conducted weekly maintenance of Web site media and content
- ☐ Implemented and developed a company newsletter
- ☐ Head of Safety Committee making sure company was OSHA compliant
- ☐ Led monthly meeting with staff in safety meetings

EDUCATION

1994 – 1996

ASSOCIATE OF GRAPHIC ARTS – Central Piedmont Community College