

# KEITH WASIELEWSKI

## WEB DEVELOPER

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### ABOUT

Hello! Keith is my name and web development is my game. I am a passionate individual who loves to see projects come alive and to work with others to achieve the best results possible.

### EDUCATION

#### Web Development

Rockit Bootcamp | Phoenix, AZ  
2015

#### B.A.S. in

#### Software Development

Univ. of Central FL | Orlando, FL  
2014

#### A.S. in Computer

#### Programming and Analysis

Valencia College | Orlando, FL  
2012

### TECHNICAL SKILLS

#### Languages

HTML | CSS | Sass | JavaScript |  
PHP | Java | Python

#### Libraries and Technologies

jQuery | WordPress | AJAX |  
JSON | REST

#### Marketing Tools

Pardot | Visual Web Optimizer |  
OptinMonster | Google Analytics

#### Database Language

SQL

#### Production Tools

Terminal | Git | gulp | JIRA | Slack  
| Asana

#### Design Tools

Photoshop, Illustrator, Acrobat

### WORK EXPERIENCE

#### Front-End Web Developer

**Nextiva** | Scottsdale, AZ | October 2015 – Current

- Build responsive sites, landing pages, and emails for Nextiva, NextCon (Nextiva's annual business conference), and affiliates using HTML, CSS, JavaScript, and PHP
- Develop and maintain WordPress instances and their corresponding databases
- Create A/B testing and marketing funnel initiatives to further drive conversion and lead generation using tools such as Pardot, Visual Web Optimizer, OptinMonster, and Google Analytics
- Drive better SEO and Google rankings through page speed, metadata, and schema
- Implement API integrations through PHP or JavaScript depending on the needs or scope of the project
- Build forms and help develop email campaigns through Pardot

#### Web Development Student

**Rockit Bootcamp** | Phoenix, AZ | June 2015 – August 2015

- Engaged in an Intense, full-time, 12-week boot camp focused on the core skills of front-end development including team collaboration and version control

#### Associate Platform Developer

**BOLD! Technologies** | Winter Park, FL | January 2014 – June 2014

- Full stack development on an admin platform using HTML, CSS, JavaScript, jQuery, Node.js, Express, and MongoDB
- Worked with CTO and co-workers to plan and design various software implementations of products
- Used JIRA to track agile development and bug-related issues
- Explored Android app development for discovery purposes

#### Owner and Store Manager

**Bluestar Unlimited: Comics and Collectibles** | Orlando, FL |

August 2003 – June 2008

- Personally owned comic book store that was built from the ground up
- Increased sales and customer growth year-over-year leading to a successful sale to a 3<sup>rd</sup> party
- Used HTML to update store website for weekly inventory and ongoing specials
- Used Photoshop to create eye-catching advertisements and in-store signage

### OTHER RELATED EXPERIENCE

#### Web Consultant and Volunteer

**CPLC Parenting Arizona** | Phoenix, AZ | November 2013 – May 2015

- Graphic design work for promotional materials
- Created a website wireframe concept for a proposed affiliate site
- Web development consultant for their WordPress site