

Jessica D. Kelley

jessica@thinkmarketing.org • (810) 309-0255

EDUCATION

Master of Library and Information Science, 2008 - Wayne State University, Detroit, Michigan
Concentration: Information Science

Bachelor of Science, 2004 - Eastern Michigan University, Ypsilanti, Michigan
Major: Elementary Education; Minor: Mathematics and Science

EXPERIENCE

Lead Web Developer & Designer, Think Marketing, Fenton, MI. 2020-present

- Responsible for the design and development of WordPress websites, most of which utilized the Divi theme.
- Collaborated with Project Lead on client requirements in order to develop an action plan and timeline.
- Managed website projects from beginning to end, including creating development sites on a secure server, implementing client feedback, and launching websites.

President and Web Developer, Zoda Design, Flint, MI. 2013-present

- Designed and developed engaging and mobile-friendly WordPress websites for over 300 clients, the majority of which utilized the Divi theme. Features of these websites include theme customization, custom graphics, events calendars, social media integration, etc.
- Each client contract included one hour of training on how to make changes to their websites, as well as integration of Google Analytics and monthly analytics reports.
- Assisted many clients with social media management including Facebook, Twitter, LinkedIn, Pinterest, YouTube, and Instagram.
- Utilized the Adobe Creative Suite (including Photoshop, Illustrator, Acrobat, and InDesign) to create website designs and graphics, as well as brand collateral for clients.
- Managed all aspects of the business, including bookkeeping, marketing, sales, and customer service. Managed all aspects of web and graphic design projects from start to finish, including supervising contractors as needed.

Lead Web Developer & Designer, Grafted-In LLC, Fenton, MI. 2017-2020

- Responsible for the design and development of WordPress websites utilizing either the Divi or Avada theme.
- Managed projects from beginning to end, including creating development sites on a secure server, supervising freelancers, requesting and responding to client feedback, and launching websites.
- Utilized shared documents, video conferencing, a dedicated Slack channel, and kept an accurate accounting of time spent on each project in order to effectively work from my home office.

WordPress Web Developer, Click Design Studio, Flint, MI. 2013-2014

- Designed and developed WordPress websites for *My City Magazine*, *ist Magazine*, Tropi Tan, Sun is Life Trade School, and Click Design Studio. Features of these websites include theme customization, PayPal integration, events calendars, and social media integration.
- In charge of migration to a new Learning Management System for Sun is Life Trade School. Also supplied technical support to Sun is Life clients needing assistance.
- Solely responsible for all website maintenance updates and recurring email blasts for multiple companies.

VOLUNTEER EXPERIENCE

Webmaster – [Flint Neighborhoods United](#) • [Mott Park Neighborhood Association](#) • [One Dane at a Time](#)

TECHNICAL SKILLS

- *Content Management & Web Languages*: WordPress, Joomla, Drupal, HTML, CSS, PHP, Javascript, MySQL.
- *WordPress Theme Experience*: Divi, Avada, X, BeaverBuilder, Elementor, etc.
- *Software*: Adobe products (Photoshop, Illustrator, InDesign, Bridge, Acrobat, Premiere), Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), Audacity.
- *Operating Systems*: Windows, Mac.

PERSONAL AND PROFESSIONAL REFERENCES - available upon request.