

## CONTACT

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(530) 601-3515

www.bonniejmartin.com

## SKILLS

### WordPress

Theme development  
Advanced Custom Fields  
Custom post types  
Custom queries  
Custom page templates  
Custom widgets, shortcodes  
WooCommerce  
Membership sites  
All major plugins and theme types

### Code

HTML5 • CSS3 • JavaScript  
PHP • SQL

### Adobe

Photoshop • Illustrator • XD

### Web Design

Wireframes • Mockups  
UI / UX • Responsive  
Bootstrap • CSS Frameworks  
Landing page design

### Tools

Microsoft Office • VS Code  
FTP • Ticketing Systems  
Google Analytics  
Google Tag Manager  
Google Search Console

### Writing

Content • Documentation

### Marketing Support

HTML email development  
Landing pages • Ad campaigns

# Bonnie Martin

## Senior Web Developer

## PERSONAL PROFILE

I'm a dedicated Senior Web Developer and team leader who cultivates an environment of collaboration and improvement to achieve results on time and to specification. I specialize in WordPress development with a focus on front-end development and responsive design. I'm currently pursuing an MBA and I'm looking for a step up in my career at a positive and progressive company.

## EDUCATION

### Master of Business Administration (in progress)

Western Governors University; WGU.edu; 2021

### B.S. Software Development

Western Governors University; WGU.edu; 2017-2018

### Certifications

CompTIA Project+ • CompTIA A+ • CIW Advanced HTML5 & CSS3 Specialist  
CIW Site Development Associate • CIW User Interface Designer

## EXPERIENCE

### Senior Web Developer

2018–Present

#### Alliances Management

- Web development and content management for global technology associations in finance and cybersecurity industries.
- Team leadership: Reviewing resumes, interviewing candidates, and training new developers.
- Web project management: Ownership of projects from start to finish through the software development lifecycle.
- WordPress development: Custom page templates with Advanced Custom Fields; membership management; custom post types, queries, shortcodes, and widgets; WooCommerce; language translations; moving sites between web hosts; QA and testing.
- Front-end web development: HTML5, CSS3, PHP, JavaScript, jQuery, and web design.
- Graphic design in Adobe Illustrator and Photoshop. UI/UX design in Adobe XD.
- Support of marketing department with HTML email development, landing page design, creating ad campaigns, Google Analytics reporting and analysis.
- Collaboration with teams around the world.

## Freelance Web Developer

2014–2018

### Self-Employed

- WordPress web development for small business clients.
- Development of new WordPress websites, including custom theme development (page templates, plugin configurations, page layouts, design) and transfer between different web hosts.
- Created a collection of WordPress themes and developed a WordPress multisite with WooCommerce to sell them on.
- Front-end web development: HTML5, CSS3, PHP, JavaScript, Bootstrap, and graphic design in Adobe Photoshop & Illustrator.
- Business functions: Interviewing clients, gathering requirements, writing proposals, and invoicing.

## Senior Web & SEO Analyst

2014–2016

### The Logical Marketing Agency

- Performed website audits and created comprehensive custom reports for authors and publishers with the goal to increase book sales.
- Analysis of SEO, website structure, website analytics, conversion rate improvement, audience demographics, and online marketing tactics.

## Webmaster & Online Marketer

2013–2014

### Carlisle Travel

- Managed all online initiatives for a leisure travel agency, corporate travel agency, and e-commerce travel website.
- WordPress development including re-developing a travel content website with a new theme, configuration, and deployment.
- Email marketing including HTML email development and landing page design.
- Graphic design for travel incentive trips, such as sets of brochures, flyers, itineraries, name tags, and table tents.
- IT support for Windows, Microsoft Office, networking, virus removal, peripherals, and email.

## Ecommerce Operations

2000–2013

### eBookMall.com

- Handled all daily ecommerce operations for a website that sold over 250,000 products, including management of product listings, product development, content creation, and web design.
- Created a digital publishing department that allowed independent authors to sell their manuscripts as ebooks online. Managed hundreds of vendor accounts.
- Resolved all customer service and technical support requests. Helped customers download ebooks and install ebook reader software, transfer ebooks to devices, and troubleshoot.
- Wrote and maintained all technical documentation and instructions, making technical concepts easy for the end user.