

BONNIE MARTIN

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PROFESSIONAL EXPERIENCE

Senior Web Developer

Mar 2018 – Present

Alliances Management, Grass Valley, CA

- Developing websites for global technology associations using WordPress. Creating custom page templates with Advanced Custom Fields; developing custom post types, queries, shortcodes, and widgets; managing member plugins; ecommerce with WooCommerce; web hosting; QA and testing.
- Providing team leadership including interviewing web and IT applicants, training new developers, and leading web development projects throughout the software development lifecycle.
- Specializing in front-end web development including HTML5, CSS3, PHP, JavaScript, and web design.
- Designing graphics in Adobe Illustrator and Photoshop. Creating UI/UX designs in Adobe XD.
- Implementing new quality assurance processes with the creation of procedures and documentation that reduce errors and development time.
- Supporting the marketing department with HTML email development, landing page design, web content updates, and Google Analytics reporting and analysis.

Freelance Web Developer

Mar 2014 – Mar 2018

Self-Employed, Sacramento, CA

- Developed websites using WordPress for small business clients, including custom theme development, page templates, plugin configurations, and design. Transferred websites between web hosts.
- Created a collection of WordPress themes and developed a WordPress multisite with WooCommerce to sell them on.
- Performed website audits for a marketing agency focused on book publishers. Created comprehensive custom reports with analysis of SEO, website structure, website analytics, and user demographics.
- Used front-end web development skills in HTML5, CSS3, PHP, JavaScript, Bootstrap, and graphic design in Adobe Photoshop & Illustrator.
- Operated as a small business, including interviewing clients, gathering requirements, writing proposals, and invoicing.

Webmaster

Apr 2013 – Mar 2014

Carlisle Travel, Davis, CA

- Developed websites in WordPress for a leisure travel agency, corporate travel agency, and e-commerce website. Re-developed a travel content website with a new theme, configuration, and deployment.
- Created bi-weekly email marketing campaigns. Developed HTML emails and designed landing pages.
- Designed graphics for travel incentive trips and vacation packages using Adobe Photoshop and Illustrator.

Ecommerce Operations

Apr 2000 – Feb 2013

eBookMall, Inc., Portland, OR

- 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.

EDUCATION

Master of Business Administration (MBA)

Dec 2021

Western Governors University, Salt Lake City, UT

B.S. Software Development

Aug 2018

Western Governors University, Salt Lake City, UT

Certifications

CompTIA Project+ • CompTIA A+

CIW Advanced HTML5 & CSS3 Specialist • CIW Site Development Associate • CIW User Interface Designer

SKILLS

WordPress Development

Theme development • Advanced Custom Fields • Custom post types • Custom queries • Custom page templates
• Custom widgets & shortcodes • WooCommerce • Membership plugins • Content writing • Documentation •
All major themes and plugins

Code and Tools

HTML5 • CSS3 • JavaScript • jQuery • React • PHP • SQL • GitHub • Microsoft Office • VS Code • FTP • Ticketing
systems • Google Analytics • Google Tag Manager • Google Search Console

Web & Graphic Design

Adobe Photoshop • Adobe Illustrator • Adobe XD • Web design • Wireframes • Mockups • UI / UX • Responsive
design • Bootstrap, Foundation, other CSS frameworks • Landing page design • HTML email development