

NP

SKILLS

WORDPRESS
HTML/HTML5
CSS/CSS3
JAVASCRIPT
PHP
UX/ UI
ADOBE PHOTOSHOP
ADOBE XD

NITA PARKER

EXPERIENCE

Marketeting Group

WordPress Web Developer | July 2022 – present

- Full-scale design and development of WordPress websites
- Work with clients to identify site needs and wants
- Design website architecture and page formatting, following best practices for SEO and UX
- Apply custom styling to Wordpress themes, based on customer branding, needs, and desires
- Build sites that meet current SEO standards and guidelines
- Apply custom functionality, as needed, either using pre-built plugins or coding by hand
- Work with full development team to solve problems and achieve website completion and launch
- Support the development team for ongoing website changes and technical support when necessary
- Manage Wordpress updates, theme updates, plugin updates, on-site security

ER Marketing

WordPress Web Developer | Oct 2017– Jun 2022

- Build, tests and deployed websites, landing pages and emails using custom code and popular WordPress builders.
- Troubleshoot and fixed SEO errors from SEMRush reports
- Worked with design team to code projects from wireframe to conception
- Managed and maintained hosting accounts, MX Records and DNS
- Performed QA Testing and Website Audits
- Participated and provided inputs on project requirements gathering, estimating, research, and concepting
- Provided expertise and guidance in user experience (UX), mobile compatibility and ADA compliance
- Maintained website privacy and security standards
- Utilized tools to analyze site performance, troubleshoots and correct errors, and install updates
- Maintained a high level of communication on projects, providing feedback to project managers and other team members

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NITA PARKER

EXPERIENCE

Catamaran Marketing

Front End Web Developer | Sept 2014 - Oct 2017

- Developed websites by coordinating with copywriters and graphic designers on the team
- Designed sites and templates to maximum usability with focus on client goals and a positive user experience
- Customized pages, assisted partner departments with adding/editing content in the CMS
- Performed usability tests on interface designs to insure cross-browser compatibility
- Implemented CMS and E-commerce shopping carts through open source platforms such as WordPress and Magento

All Seasons Event Rental

WordPress Web Developer | Oct 2014- Oct 2017

- Redesigned and managed 3 WordPress websites under the parent company of Brancato's Event Services
- Implemented basic SEO on newly designed websites
- Helped managed Google AdWords and Analytics accounts
- Maintained dedicated server
- Developed company Intranet
- Integrated Salesforce CRM Software with all websites
- Worked closely with Online Marketing Manager compiling content for websites and social media accounts
- Daily troubleshooting of email, printers, catering and event services software
- Setup and installed new computers and software