

Michael Simmons

Web Developer

Web Professional with over twelve years of experience in working on business websites. Involved in web development, web testing, graphics, page layout, and email marketing.

mesimmons52@hotmail.com

732-395-8756

Mount Laurel, NJ

www.mesimmons.net

www.linkedin.com/in/michael-simmons-3069846

TECHNICAL SKILLS

Web Development

Dreamweaver
SharePoint
WordPress
Drupal
Email Marketing
Sitecore
Pardot
Expression Web
Bootstrap
HP Quality Center
Sitefinity
Informz
Salesforce Marketing Cloud
Litmus
Search Engine Optimization

Graphics

Photoshop
Illustrator
Gimp
Adobe Creative Cloud

Programming

HTML5
CSS3
XHTML
JavaScript
Visual Studio
SQL
jQuery
XML
JSON

Page Layout

Microsoft Office
Acrobat
QuarkXpress

Operating Systems

Windows
Linux Ubuntu
Mac OS X

WORK EXPERIENCE

Content Specialist, Email Producer

Local Wisdom

July 2019 – December 2020

Lambertville, NJ

- Built and tested HTML email campaigns for Johnson & Johnson using Salesforce Marketing Cloud.
- Built and updated Drupal pages and SharePoint micro-sites for Janssen, Johnson & Johnson's pharmaceutical division.
- Made web page updates for South Coast Plaza using WordPress.

Environment: Drupal, SharePoint, WordPress, Salesforce Marketing Cloud, Litmus, HTML5, CSS3, Photoshop

WordPress Content Developer

BAYADA Home Health Care – Contract Position

March 2019 – April 2019

Pennsauken, NJ

- Made fixes and updates to the new BAYADA health benefits website using WordPress.

Environment: WordPress, Photoshop, HTML5, CSS3

Web and Email Assistant

ISPOR – Contract Position

May 2018 – August 2018, January 2019 – March 2019

Lawrence Township, NJ

- Contributed to developing ISPOR's new website.
- Added news links to the Health Technology Assessment Central WordPress site.
- Responsible for setting up the target recipients and schedules of email campaigns.

Environment: HTML5, Photoshop, CSS, Sitefinity, Informz, WordPress, Excel, Vimeo

Web Content Developer

Church & Dwight Co. Inc. - Contract Position

January 2013 – December 2013, January 2015 – April 2018

Ewing, NJ

- Updated the brand sites with new pages and image/text changes using Sitecore.
- Added new promos and products to the brand sites.
- Created product family images for Amazon promotions.
- Developed email promotions for Trojan.
- Tested the new brand sites before they went live on PC, iPhone, iPad, and Android.
- Websites worked on include churchdwright.com, armandhammer.com, oxiclean.com, kaboomkaboom.com, naircare.com, orajel.com, orangeglowoodcare.com, gummyvites.com, trojanbrands.com, and xtralaundry.com.

Environment: CSS, HTML5, Photoshop, Flash, Gimp, Iron Orchard CMS, Sitecore, HP Quality Center

Web Developer

Lanmark360 - Contract Position

October 2014 - December 2014

West Long Branch, NJ

- Developed two new websites for one of the company's dental product clients using WordPress.
- Developed landing pages and email blasts for one of the company's fitness clients.

Environment: CSS, HTML, Photoshop, WordPress, Bootstrap

Web and Email Developer

Achieve3000 - Contract Position

March 2014 – September 2014

Lakewood, NJ

- Developed and deployed email campaigns to inform customers of events, conferences, and new products.
- Developed and edited the web pages and landing pages of achieve3000.com

Environment: CSS, HTML, Photoshop, Custom CMS, Dreamweaver, Pardot

JSON Web Project

SnapOne, Inc. - Contract Position

October 2012 – November 2012

Princeton, NJ

- Coding websites so they can be viewed in a multiple languages.

Environment: PHP, CSS, XHTML, JSON

Web Content Developer

JK Group Inc.

April 2011 – August 2012

Plainsboro, NJ

- Building, updating, and editing websites.
- Coding and fixing JavaScript and SQL to improve sites' functionality.
- Editing Visual Basic code to fix issues in sites running on classic ASP.

Environment: Custom CMS, Visual Studio, XHTML, CSS 2, JavaScript, Visual Basic, Gimp, SQL, JQuery

Web Designer

Single Throw Inc.

June 2010 – September 2010

Wall, NJ

- Creating and editing website templates.
- Building Flash animated ad banners and site headers.
- Creating web pages and landing pages using the company's in-house content management system.

Environment: Flash CS3, Expression Web 2, CSS, Photoshop CS3, XHTML, ActionScript 2 & 3, Browser Sandbox, Browser lab, CMS

Freelance Web Designer

Tristar Products Inc.

March 2010 – June 2010

Fairfield, NJ

- Freelance work designing and updating the company's product websites and WordPress blogs.

Environment: Flash CS4, Dreamweaver CS4, CSS, Photoshop CS4, XHTML, Fireworks CS4, WordPress, MAMP

Grassroots.org Web and Graphics Volunteer

Ernie Banks Live Above & Beyond Foundation

February 2010 – April 2010

Chicago, Illinois (working from home)

- Designing their website from scratch.
- Adding desired content and images.
- Linking the website to various donation websites.
- Updating foundation news.

Environment: Dreamweaver CS3, CSS, Photoshop CS3, XHTML, JavaScript

Grassroots.org Web and Graphics Volunteer

Framing Our Community

March 2009 – May 2009

Elk City, Idaho (worked from home)

- Made major changes to the CSS, updating the entire website's look and size.
- Added a navigation bar.
- Added new graphics with images from organization.
- Made changes to content, added links for Paypal donation and online shopping.
- Updated the merchandise in online store.
- Tested website using Firefox and Internet Explorer.

Environment: Dreamweaver CS3, CSS, Photoshop CS3, HTML

Web Designer / Web Support

Cruise Value Center

February 2007 – November 2008

East Brunswick, NJ

- Updated and maintained the company's two websites: cruisevalue.com and tourvalue.com.
- Made two major visual overhauls to cruisevalue.com and one for tourvalue.com.
- Added a new advertisement rotator to cruisevalue.com via JavaScript.
- Worked on improving the websites' Google rank using the Search Engine Optimization tool IBusiness Promoter.
- Created the company's cruise and land vacation advertising to be posted on a multitude of wholesale vacation websites.
- Created and sent out the company's "Cruiseletter", their periodical emails of their biggest cruise and vacation deals to their subscribed customers.
- Tested websites using Firefox and Internet Explorer.

Environment: Dreamweaver 8, CSS, Fireworks, XHTML, Search Engine Optimization, JavaScript, Email Marketing, Windows XP

Web Coordinator

Musical Heritage Society

November 2006 – January 2007

Oakhurst, NJ

- Responsible for the online music store's email advertising campaigns.
- Added and edited merchandise to the online store.
- Online content was tested using Firefox and Internet Explorer 6 and 7.

Environment: Dreamweaver 8, Photoshop, RedHat Interchange, OSCommerce, Windows XP

EDUCATION

Bachelor of Science in Computer & Information Systems

Minor in Art Studio

Bloomsburg University

1996 – 2000