Greg Graphics

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SUMMARY OF QUALIFICATIONS

- Produce effective, web-optimized graphics
- Create a database design and effective interface to support a web application and a variety of web campaigns
- Understand the importance of and techniques for search engine optimization
- Install, configure and customize websites in a Content Management System
- Explore analytical tools available to measure effectiveness of websites and web campaigns

EDUCATION

Northeast Wisconsin Technical College, Green Bay, WI   May 2018

Design and Graphic Technology, Associate Degree

- *Relevant Coursework*: Graphic Design, Typography, Graphic Reproduction, Publishing Technologies, Digital Publishing Operations, Digital Print Applications, Variable Data Publishing, Macintosh Illustration

EXPERIENCE

Web Analyst Intern   January 2018 – Present

Latitude 36 Inc., Green Bay, WI

- Use internal and external data sources to analyze online customer browse behavior
- Synthesize multiple sources of data as well as large data sets
- Develop reports, tools and metrics to track website performance, business trends, customer behavior and other key success indicators
- Strong understanding of tools and data capture methodologies
- Routinely QAs own work to high quality standards and ensures integrity of the information
- Troubleshoot any data issues related to tracking and reporting
- Facilitate knowledge transfer by maintaining a repository of analyses
- Keep up to date on developments in marketing, ecommerce and retail industries, in particular industry trends related to online browse activities

PHP Web Developer Technician Intern   2015 – 2018

Emerge Technology, Green Bay, WI

- Expert knowledge of LAMP, PHP 5, and MySQL
- Expert knowledge of OO design patterns and programming
- Experience with MVC architecture (CodeIgniter is preferred but not required)
- Expert knowledge of HTML5, CSS, JavaScript, JSON, JQuery, and AJAX
- Expert knowledge of SQL and relational database design
- Skill in XML and third-party API integration
- Experience in building high-volume, custom web applications from scratch
- 3+ year experience focusing on web application development in LAMP