

Emily Sims

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CAREER PROFILE

Senior CMS Web Developer with over a decade of experience in building custom sites. Skilled at managing full-project lifecycles from concept to launch. Possess strong written and verbal communication skills as well as critical thinking and project management. Recognized for building high-performance teams, mentoring future leaders, and driving a culture of innovation, accountability, and continuous improvement.

AREAS of EXPERTISE

HTML (HTML5), CSS (CSS3), LESS, SASS (SCSS), MySQL, phpMyAdmin, PHP, JavaScript, JSON, XML, Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, InDesign, Premiere, Lightroom), Figma, Webflow, Joomla, WordPress, Bootstrap, Flexbox, Grid, Helix Ultimate, Elementor, Divi, Avada, Constant Contact, Mailchimp, Salesforce, Hubspot

PROFESSIONAL EXPERIENCE

FDI CREATIVE SERVICES Houston, TX

Jan 2015 – Current

KEY ACCOMPLISHMENTS

- Implemented a project management procedure increasing revenue by roughly \$15,000 monthly
- Reduced companywide hosting costs by 25% through migrating hundreds of hosting accounts into one consolidated provider.
- Support a client portfolio of over 1,500, daily, with technical support and project maintenance

Senior CMS Web Developer

Feb 2021-Current

- Design, build, and maintain Web sites, using authoring or scripting languages (e.g. JavaScript and PHP), content creation tools, management tools (e.g. Joomla and WordPress), and digital media.
- Implement and manage back-end website structures, including databases and server integration.
- Incorporate technical considerations into website design plans, such as budgets, equipment, performance requirements, or legal issues including accessibility and privacy.
- Coordinate internal resources and third-party vendors to ensure the flawless execution of web development projects.
- Provide clear, detailed descriptions of Web site specifications, such as product features, activities, software, communication protocols, programming languages, and operating systems software and hardware.
- Write and edit technical documentation for digital interface products and designs, such as user manuals, testing protocols, and reports.

Junior CMS Web Developer

June 2019 – Feb 2021

- Research and apply innovative solutions for product design, visuals, and user experience to meet the needs of individual Web development projects.
- Document technical factors such as server load, bandwidth, database performance, and browser and device types.
- Develop, validate, and document test routines and schedules to ensure that test cases mimic external interfaces and address all browser and device types.
- Write supporting code for Web applications or Web sites.
- Analyze operational data to evaluate and optimize operations and processes.
- Maintain understanding of current Web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups.

CMS Web Developer*April 2017 – June 2019*

- Communicate with network personnel or Web site hosting agencies to address hardware or software issues affecting Web sites.
- Create searchable indexes for Web page content.
- Perform Web site tests according to planned schedules, or after any Web site or product revision.
- Respond to user email inquiries and set up automated systems to send responses.
- Utilize Google Analytics, Google Tag Manager, and reporting dashboards such as SEM Rush for search engine optimization.
- Create and modify PHP, XML, JSON, and JavaScript files.
- Develop Web site maps, application models, image templates, or data models, or page templates that meet project goals, user needs, or industry standards.
- Install SSL Certificates
- Work closely with designers, copywriters, account managers, and the digital team to design and build visually compelling, high-performance websites that enhance user experience and drive business growth.

Web Designer*Jan 2016 – April 2017*

- Design custom websites and develop specifications and procedures for website development and maintenance.
- Write and edit website content, blog posts and marketing materials with experience using CMS platforms (e.g., Joomla, WordPress), graphic design programs, and computer programming.
- Collaborate with management or users to develop e-commerce strategies and to integrate these strategies with Web sites.
- Create graphics or other visual representations of information.
- Optimize websites for performance, SEO, and mobile responsiveness.
- Monitor and troubleshoot website performance issues, applying best practices for enhanced security and user experience using staging environments when necessary.
- Research, modify and create website content and review content for accuracy and quality of information.
- Create and modify style guidelines, style sheets, HTML, and JavaScript files.
- Convert designs, mockups, and wireframes into fully functional, cross-browser-compatible websites.
- Provide customer service and technical support to clients and users.

Intern - Web Design*Jan 2015 – Jan 2016*

- Assist web designers and developers with website creation and maintenance using content management systems such as Joomla and WordPress.
- Assist designers with graphic creation and editing using Adobe Creative Suite (e.g. Photoshop, Illustrator, InDesign).
- Create and edit content, graphics, and other digital media.
- Confer with management or development teams to prioritize needs.
- Complete Bootstrap framework training program.
- Update knowledge about emerging industry or technology trends.

EDUCATION**DeVry University**

Bachelor of Fine Arts in Multimedia Design and Development
Associate of Applied Science in Web Graphic Design

Houston, TX

December 2015
April 2014