

# Jessica Walker

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## EDUCATION

### Master of Library and Information Science, 2008

Wayne State University, Detroit, Michigan  
Concentration: Information Science

### Bachelor of Science, 2004

Eastern Michigan University, Ypsilanti, Michigan  
Education, Minor in Mathematics and Science

## EXPERIENCE

Lead Web Developer & Designer, Grafted-In LLC, Fenton, MI 2017-present

- Responsible for the design and development of WordPress websites utilizing either the Divi or Avada theme.
- Managed projects from beginning to end, including creating dev sites on a secure server, supervising freelancers, requesting and responding to client feedback, and launching websites.
- Utilized shared documents, video conferencing, a dedicated Slack channel, and kept an accurate accounting of time spent on each project in order to effectively work from my home office.

President and Web Developer, Zoda Design, Flint, MI 2013-present

- Designed and developed engaging and mobile-friendly WordPress websites for over 200 clients. Features of these websites include theme customization, custom graphics, events calendars, social media integration, etc.
- Each client contract included one hour of training on how to make changes to their websites, as well as integration of Google Analytics and monthly analytics reports.
- Assisted many clients with social media management including Facebook, Twitter, LinkedIn, Google+, Pinterest, YouTube, and Instagram.
- Utilized the Adobe Creative Suite (including Photoshop, Illustrator, Acrobat, and InDesign) to create stunning website designs and graphics, as well as brand collateral for clients.
- Managed all aspects of the business, including bookkeeping, marketing, sales, and customer service.
- Managed all aspects of web and graphic design projects from start to finish.

WordPress Web Developer, Click Design Studio, Flint, MI 2013-2014

- Designed and developed WordPress websites for *My City Magazine*, *ist Magazine*, Tropi Tan, Sun is Life Trade School, and Click Design Studio. Features of these websites include theme customization, PayPal integration, events calendars, and social media integration.
- In charge of migration to a new Learning Management System for Sun is Life Trade School. Also supplied technical support to Sun is Life clients needing assistance.
- Solely responsible for all recurring website updates and email blasts.
- Supervised the appropriate use of social media by other employees.

Junior Web Developer, Appletree MediaWorks, Fenton, MI 2012

- Managed social media of employer and clients.
- Performed website switch from Joomla to WordPress and quality/error checked.
- Responsible for weekly newsletter and continuous updates to rotating news and video sliders for main client.
- Gained valuable experience in Photoshop, Dreamweaver, MySQL, WordPress, and Joomla.

## VOLUNTEER EXPERIENCE

Webmaster – [Flint Neighborhoods United](#) • [Mott Park Neighborhood Association](#) • [One Dane at a Time](#)

## TECHNICAL SKILLS

*Content Management & Web Authoring:* WordPress, Joomla, Drupal, Adobe products (Dreamweaver & Contribute), Microsoft FrontPage, HTML, CSS, PHP, Javascript, MySQL.

*WordPress Theme Experience:* Divi, Avada, X, BeaverBuilder, etc.

*Software:* Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), Adobe products (Acrobat, Bridge, InDesign, Illustrator, Photoshop, Premiere), Audacity, iMovie, MovieMaker, Articulate Storyline.

*Operating Systems:* Windows, Mac.

**PERSONAL AND PROFESSIONAL REFERENCES** - available upon request.