

Chris Lane Jones

WordPress UX Design, Search Engine Optimization and Web Theme Development

Experience

Chris Lane Jones - Freelance | March 2015 - Present

Web Designer | Developer | SEO Expert

Clients include: Jacksonville Area Legal Aid, Mary Fisher Design, 1-800-BOARDUP, Rethreaded, Windward Sailing, and ElvaComm. Create responsive PHP websites using WordPress, utilizing a hosted server, design site with Photoshop, and find keywords for SEO. Modify pre-existing WordPress templates designs by editing the PHP code and downloading the MySQL database to migrate sites to another server. Prototyped websites in Sketch and built wireframing in Photoshop and Illustrator.

Web.com | Oct. 2015 - 2018

User Experience (UX) Web Designer | Search Engine Optimizer

Created portfolio-grade websites using HTML, CSS, and Javascript. Ensured that every site is mobile responsive by setting and adjusting breakpoints. Increased profitability by tackling challenging client websites in a fraction of the allotted time. Collaborated with clients to boost digital and mobile sales performance. Streamlined the WYSIWYG web editor for easier use by inexperienced agents.

Built e-commerce sites which were easy for clients to update and trained them on CMS. Helped customers maximized Google search results on by bringing their SEO score up to 100 percent. Increased sales via consultive project management style. Led troubleshooting and recommendations that corrected a critical error in the corporate phone system. The improvement upgrades web.com's international phone system.

Associations

The JOMM - Jacksonville Online Marketing MeetUp | Feb. 2017 - Present

Board Member | Digital Director | Web & Marketing | Volunteer

Grew events by managing promotions and boosting event attendance by 30 percent. Updated and maintained the website and added analytics tools, eliminating broken pages and increased site click through rate. Set and passed analytical goals between the email marketing conversions, social media presence, and website visits.

Education

University of North Florida | August 2013

Bachelor of Arts,

Communication with a concentration in Multimedia Journalism & Production

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