

# Chris Lane Jones

WordPress UX Design, Search Engine Optimization, Sales, and Customer Service

UX Designer • Bootstrap • SEO • Email Marketing • HTML • CSS • Sass • JavaScript • jQuery • Linux • Git • Photoshop • Marketing Consulting • SketchUp • Hosting & Domains Setup

## Experience

### **Chris Lane Jones - Freelance | Harrisonburg, Va | March 2015 - Present**

*Web Designer | Developer | SEO Expert*

Clients include: Azzly.com, Mary Fisher Design, JAX SMASH, The Jericho School, 1-800-BOARDUP, Rethreaded, Windward Sailing, and ElvaComm. Create and edit responsive Wordpress and Joomla websites for national companies, 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 Sketchup and built wireframing in Photoshop and Illustrator. Eliminated website vulnerabilities by cleaning up malware and setting up security firewalls.

### **Adecco & Special Counsel (Contract Work) | Jacksonville, FL | Sept. 2018 - Nov 2018**

*Web Designer | Developer*

Designed and developed on WordPress, .Net, and Sitecore CMS in an agile environment on AWS servers for an international company. Launched pages and/or websites with over 1.5 million views a year. Taught a coworker how to use WordPress blog tool and SEO editor. Created event pages for national and international hosted webinars. Implemented Accessible Rich Internet Applications (ARIA) standards to make web content and web applications more accessible to people with disabilities.

### **Web.com | Jacksonville, FL | Oct. 2016 - February 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. 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 | Jacksonville, FL | 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.

## Education

### **University of North Florida | Jacksonville, FL | August 2013**

Bachelor of Arts, Communication with a concentration in Multimedia Journalism & Production