

## SUMMARY

Experienced web developer with strengths in multiple programming languages required for full-stack development, responsive formatting, user friendly layouts, and social media expansion. Proficient at researching and developing solutions for a wide variety of clients. Proven skills in project management, organization, and problem solving.

Portfolio: [JacobCMoore.com](http://JacobCMoore.com)

## EXPERIENCE

### Web Developer

April 2021 - Sep. 2021

MARSWorks, Inc., Ottawa, Ontario

Performed weekly updates on WordPress themes and plugins for various clients. Developed Gravity Forms payment pages with custom PHP and JavaScript. Developed WordPress Custom Post Types via plugins (Advanced Custom Fields, Elementor, JetElements, etc.) and "Must-Use" plugins which users/clients cannot deactivate by switching themes or by choice within the WordPress Dashboard. Trained clients on updating content on their website and created training materials for reference. Performed site-wide accessibility audits via SEMRush and implemented solutions or modified content where necessary to meet Ontario's AODA requirements.

### Web Developer

Oct. 2014 - April 2021

Freelance

Redeveloped websites based on client requirements or from Photoshop/PDF files generated by graphic designers. Customized Bootstrap and WordPress Themes for organizing website content while focusing on responsive formatting and simplicity.

Created social media (Facebook, LinkedIn, Instagram, and Twitter) and website growth strategies based on the company's goals and provided documentation reviewing progress each month. As a result, one client's Facebook page doubled in one year and reached record sales for their 2020 spring season.

### Greenhouse Worker & Marketing – Seasonal

Feb. 2015 – June 2018

KitchGreenhouses, Miamisburg, Ohio

Assisted in the operation of a small family-owned greenhouse, including transplanting, watering, and maintaining over 4000 spring plants and vegetables. Provided excellent customer service by assisting with plant selections. Established KitchGreenhouses' Facebook page and produced Facebook advertisements to increase awareness during sale periods. Analyzed advertisement campaigns to maximize results.

### Computer Skills

Adobe  
Dreamweaver  
Adobe Photoshop  
Eclipse  
Google Apps  
MS Office Suite  
MS SQL Server  
MS Visual Studio  
Notepad++

AJAX

CSS

HTML

Java

JavaScript

JQuery

MySQL

PHP

SQL

XML

Adobe CQ5

Bootstrap

Demandware

Drupal

WordPress

CentOS

Linux

macOS

SUSE

Windows

Windows Server

### Social Media

Facebook

Instagram

LinkedIn

Twitter

### WordPress Full Stack Development

Custom Themes

Custom Plugins

Network Admin -  
(Multisite)

### Certifications

CompTIA A+

CompTIA Network+

**Web Developer – Contract**  
TradeGlobal, West Chester, Ohio

Oct. 2014 – Dec. 2014

Solved client web site issues involving HTML/CSS edits, content edits, JavaScript/jQuery functionality additions or modifications, and Java edits through AJAX and Demandware API. Created Demandware expansion to export an XML feed of products for search engine optimization.

**Web Developer, cech.uc.edu**

July 2011 – Oct. 2014

**University of Cincinnati College of Education, Criminal Justice, and Human Services (CECH),**  
Cincinnati, Ohio

Created email newsletter templates with HTML and CSS. Created Facebook Applications for the CECH Substance Abuse Counseling's Facebook Page. Modified the WordPress theme to handle specific forms for advertising landing pages. Used Adobe Photoshop to create custom homepage slider news photos.

Co-managed a full website migration from WordPress to Adobe CQ5. Supervised a student-worker to help with website migration. Conducted and organized a full website content audit for the website migration. Researched and developed several components in CQ5 by translating existing code in PHP to Java. As a result, program and faculty information is generated with content from the University of Cincinnati's XML feeds. Trained faculty and staff on Adobe CQ5 and provided support for issues with the new content management system.

Proposed, organized, and developed a Web Server consolidation plan for CECH's growing number of "one-off" servers for various applications and research blogs. Redeveloped applications for security and ease of use, such as: a scholarship application, an alarm code lookup application, seminar registration and payment application, and an application to send invoices for course registration. As a result, seven servers were replaced by one server to easily secure, maintain, and upgrade. By utilizing WordPress Multisite, applications or research blogs are duplicated easily for other departments within the college.

**Innovation Team (Intern)**

Jan. 2011 – May 2011

**VARtek Services, Inc.,** Dayton, Ohio

Documented the features of Google Apps and created tutorials. From this, VARtek could introduce their clients to the concept of a Cloud Computing service, which reduces the cost of service and server down-time. Created a discussion board for improved communication by using phpBB. Conducted research and installed add-ons to the discussion board optimizing it for VARtek's needs.

## EDUCATION

**Information Technology – Software Development**  
University of Cincinnati, Cincinnati, Ohio

Attended: 2009 – 2013