

Robert Renfro

Web Developer / Designer

Contact

Address

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Phone

512-796-8744

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Skills

JavaScript programming

CSS proficiency

HTML expertise

Concept development

Website optimization

Technical Analysis

Programming

Agile Workflow

Content Marketing

Web development projects

Resourceful Web Developer lends hands-on approach to customizing web presence strategy. More than 10 years of experience working closely with manager to outline organizational needs and translate them into extensive lines of code that support objectives. Adept creation of scripts using HTML, CSS and JavaScript to convey unique branding and promote sales and marketing opportunities. Specialty supporting intricate backend needs and lending assistance throughout webpage lifecycle.

Work History

2020-03 -

Web Developer

2021-12

Avantax Wealth Management, Irving, TX

- Build and support new WordPress built websites with features and functions to support marketing needs.
- Design and built new website with WordPress on a self-management LAMP stack with self hosted VM's.
- Configure and maintain VM server on unbuntu, install and secure phpmyadmin, ip address management, and vhost configuration.
- Create new landing pages and form handlers in Partdot Marketing Platform, build custom forms with HTML, JavaScript and query string captures for cookie and utm data.
- Maintain google analytics with new custom dimensions and goals with tag manager.
- Support SEO needs with Google search console to improve lighthouse score and website speed.

2017-01 -

Web Manager / Developer

2020-02

Santanna Energy Services, Austin, TX

- Design build, and maintain current and new websites I built in WordPress with Docker, phpMyAdmin, Portainer.
- Develop, evaluate and oversee the implementation of A/B/n testing protocols and procedures.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Build landing pages for marketing.
- Maintain SEO and brand management.
- Maintain paid search campaigns with google

adwords, tag manager, and analytics.

- Work with third party vendors for Email campaigns using Adestra and Hub Spot.
- Manage all hosted web clients through, local hosted linux servers.
- Manage MYSQL databases and run queries to extract and display data.
- Built a web UI with PHP, JavaScript, JSON, Twig, API's to display products data housed in swagger API portal.
- Design, develop and implement new features, enhancements, and content on existing and new Wordpress websites.
- Maintain and customize existing Wordpress Plugins along with regular updates to website frameworks and databases.
- Maintain and update PHP/MYSQL/HTML sites.
- Work closely with project management to provide continuity from project inception through to completion.
- Produce working prototypes of web and mobile interfaces.

2016-01 -
2016-12

Web Designer / Developer Freelance

Lee Tilford Agency, Austin, TX

- Design build, and maintain clients websites in WordPress and WPEngine.
- Maintained, and rebuilt specsonline.com with woo commerce.
- Create UI and UX comps for customer using Axure for prototypes .
- Consult company on user research, site mapping, wireframing, mockup creation, prototyping, user testing, and final interface design.
- Support customer needs and consult in server configuration, troubleshoot and configure Linux, nginx, MySQL, PHP5.6 stack on Ubuntu.

2014-01 -
2015-12

Web Designer / Developer

Akorbi, Plano, TX

- Built and created custom company website in WordPress Manage all and maintained digital

marketing task, SEO, SEM, PPC, Emailers, landing pages

- Manage all web servers, Setup install and configure company webserver, PhpMyAdmin, PHP MySQL, Ubuntu,

2012-01 -
2013-12

Web Designer / Developer

Masergy Communications, Plano, TX

- Manage and consult marketing team with the corporate website and web development projects in Drupal as well marketing campaign ideas for company. SEO, SEM, PPC, Email's, landing pages.
- Make updates and changes to Drupal and WordPress website content and module updates as well Drupal configuration (AWS).

2008-02 -
2011-11

Web Manager/Developer

View Cast Corporation, Plano, TX

- Designed and built the corporate company website into a more stable work solution using the Drupal CMS, CSS, PHP, JavaScript, Ajax, MYSQL and UberCart.

2004-01 -
2008-12

Internet Manager

SCP Pool Corp, Covington, LA

Education

1997-01 -
2000-12

A.S: Multimedia Production

The Art Institute of Dallas - Dallas, Texas

1994-01 -
1997-12

B.A.S: Graphic Design

Louisiana Tech University - Ruston, La