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# William White

Lead web developer with 9+ years professional experience in both front-end and back-end development. Comfortable switching between the required disciplines and learning new technologies to provide the best and most efficient user experience.

## PROFESSIONAL EXPERIENCE

### Director of Web Services and Content

*Integrated Marketing and Communication, Valparaiso University*

OCTOBER 2020 - PRESENT

Review, test, and implement new features to the university's website template

Communicate with campus partners on new project development

Establish timelines and priorities for web development team to achieve department goals

Develop new templates for key pages focusing on performance, accessibility, and SEO

Utilize reporting tools to identify website trends, perform ongoing monitoring, and develop website KPIs aligned with marketing strategy

### Associate Director of Digital Media and Web

*Integrated Marketing and Communication, Valparaiso University*

NOVEMBER 2018 - OCTOBER 2020

Implemented updates to the university's website in WordPress

Provided technical support and training for users making website updates

Collaborated with graphic designers and content providers to keep the website updated

### Web Developer

*College of Liberal Arts, Purdue University*

FEBRUARY 2017 - OCTOBER 2018

Established priorities on projects for web team

Migrated subsites to updated template in agreement with Purdue branding

Lead training sessions for users on updating the website

Collaborated with designers and writers to keep up with UX standards

### Production Lead

*Purdue NEXT, Purdue University*

JULY 2013 - FEBRUARY 2017

Created interactive elements with JavaScript/jQuery

Developed custom embed code for videos with an interactive caption box

Supervised, trained, and established priorities for employees

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## EDUCATION

**B.S. in Computer**

**Graphics Technology**

*Purdue University,*

*West Lafayette, IN*

MAY 2013

## PROGRAMMING LANGUAGES

HTML5 / Bootstrap

CSS3 / SCSS / SASS

NodeJS

JavaScript / jQuery / React

PHP

SQL / MySQL

API Integration

## UTILITIES

Visual Studio/ VS Code

Adobe Creative Suite

GIT

Docker

Asana

phpMyAdmin

WordPress

Google Analytics/Tag

Manager

Siteimprove

EMMA Marketing Software

## AWARDS

**BRAVO Award for**

**Excellent Achievement**

(Purdue University, 2017)

**Eagle Scout**