

Jason Craig

Lawrenceburg, IN 47025 | 812-584-6639 | jcwebcreate@gmail.com | <http://jcwebcreate.com>

Summary

Passionate website designer and developer who enjoys creating professional, visually appealing websites and themes. Experienced in taking client requirements and ideas and turning them into engaging, responsive web designs. Understands SEO best practices and can interpret website analytics to develop strategies to increase viewership and sales. Creates unique and engaging content that will draw viewers to websites and keep them coming back.

View my portfolio at: <http://jcwebcreate.com/>.

Technical Skills

Strong: HTML5, CSS3, Bootstrap 5, Adobe Photoshop, SEO, Google Analytics & Search Console, Microsoft Office, Project Management

Intermediate: PHP, MySQL, jQuery, JavaScript, WordPress, Shopify

Professional Experience

Senior Content Specialist | Clubessential | 2021 – Present

I build out webpages from predesigned template sections and load content onto those pages, making sure layouts are responsive, consistent, hierarchical, and easy to navigate. I use Photoshop to resize image assets, and occasionally employ custom CSS to ensure readability of content, provide a professional flow to the layout of the content, or to supplement features that aren't directly addressed by template designs. I also perform quality assurance checks of for the websites being loaded by the other content specialists. Additionally, I provide monthly SEO analytics reporting and periodic content suggestions. Occasionally, I will write custom scripting logic to give web forms some additional interactivity based on user input.

Freelance Web Designer & Developer | 2012 – Present

I personally meet with clients to discuss their needs and ideas and convert them into website designs that are stylish and professional. I take clients through the entire design process, from initial meetings to publication, and I can help with most back-end issues that may arise when getting their site up and running.

I primarily design static websites for small businesses and organizations, but also develop custom themes for content management systems like WordPress. I have also developed a

number of ecommerce stores using third-party solutions such as Shopify. This would include database setup, navigation structuring, importing and manipulating images, shipping and other calculations, marketing campaigns, and creating quality content that engages customers.

Peripheral to web designs, I provide SEO and analytics services to help clients make their sites more visible on search engines and to advise them on how viewers are using their site. I'm able to create targeted website content designed to draw in viewers and keep them interested. I help clients develop their social media presence and show them how to integrate those channels into their website. For clients who prefer a hands-off approach, I offer complete management of all aspects of their website.

Education

Indiana University East

Bachelor of Science in Business Administration
GPA: 3.89

Completed December 2014

Ivy Tech Community College

Associate of Applied Science in Information Systems
GPA: 4.00

Completed May 2013

Technical Certificate in Visual Programming

Completed May 2013

Technical Certificate in Information Systems

Completed December 2013