

# Jason Miller

## WEB DEVELOPER // E-COMMERCE ANALYST

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Creative Web Developer and E-commerce Analyst possessing a strong background in internet technologies, along with excellent communication, interpersonal, analytical and problem-solving skills.

### SUMMARY OF QUALIFICATIONS

I have 10+ years of experience of web design and development in e-commerce, marketing, and computer based training.

I offer strong interpersonal and project management skills, am a self-starter and quick learner, and committed to improving the user experience and increasing conversions while demonstrating exceptional work ethics and professionalism.

My skills and experiences include: Front-End Web Design, Interactive Web Design, E-Commerce, Marketing Digital Collateral Design, Mobile Web Design, Database Design, Quality Assurance, Development of Graphics Standards, and Asset Management.

### PROFESSIONAL WORK EXPERIENCE

#### International E-Z UP, Inc.

*Lead Web Developer*

March 2012 - Present

Work within the marketing and e-commerce teams to actively research new delivery methods, technologies, and workflow strategies for expanding the E-Z UP brand. Production and distribution of marketing collateral for company's web properties, email campaigns, and print advertising. Front-end design and data management for company's informational and e-commerce websites while ensuring quality of design and user experience across various platforms, browsers, interfaces, and devices.

Accomplishments:

- Increased e-commerce conversion rate on ezip.com by 20%
- Increased leads generated from ezip.com by 10%
- Improved user experience by achieving a performance budget (load time, requests, and weight)

Tools:

- Photoshop
- Dreamweaver
- Magento
- Wordpress
- AWS
- cPanel/WHM
- MySQLWorkbench
- phpMyAdmin
- Axure
- Google Marketing Platform
- New Relic
- Tag Management
- Cross-Browser Testing
- Pardot
- Invision
- Tableau

#### Virtuosoft Design Studio

*Web Designer*

July 2011 - March 2012

Designed marketing materials, product and service documentation, and website design and updates. Crafted Wordpress themes.

#### L3 Communications

*Lead Graphic Designer*

July 2001 - May 2011

Member of computer-based training (CBT) development team for the Marine Corps. Proven record of technical and programmatic excellence in managing the development, quality assurance, and implementation of complex training materials. Experienced team leader and team builder developing client and company acclaimed courseware.

#### Virtuosoft Design Studio

*Graphic Artist*

November 2000 - June 2001

Website developer, business card designer, and assisted in successful marketing campaigns.

#### BattleTop U.S.A

*Graphic Artist*

August 2000 - November 2000

Designed and developed print media including brochures, event badges, and posters.

### **Barratt Realty**

*Real Estate Agent*

August 1999 - Present

Generated sales by designing marketing materials such as virtual tours and brochures.

### **DoubleTree Hotel Del Mar**

*Front Desk Manager*

November 1996 - June 2000

Knowledgeable at all front office operations including payroll, inventory, auditing, reservations, and scheduling. Employee of the month multiple times.

## **SKILLS**

| Front-End Web Developer, Interface Design, User Experience, E-Commerce, Instructional Design.

## **TOOLS**

| Adobe Creative Suite, Wordpress, Magento

## **LANGUAGES**

| HTML, CSS, PHP, jQuery

## **AREAS OF EXPERTISE**

- Front-End and User Interface Design
- Responsive Web Design
- E-Commerce Operations
- Search Engine Optimization (SEO)
- Online Catalog & Merchandising Strategy
- Web Analytics & Performance Improvement
- Team Building & Leadership

## **TECHNICAL COMPETENCES**

| Microsoft Office (Word, Excel, PowerPoint, Outlook, Access), Email Marketing, Adobe Creative Suite, Google Analytics, Google Search Console, Google Tag Management, AWS, Magento Ecommerce, Wordpress CMS, Woocommerce, SEO,

## **EDUCATION**

**University of Phoenix**

*Bachelors of Science in Information Technology-*

*Advanced Certificate in Multimedia Development*

## **PORTFOLIO & LINKS**

| Portfolio: [jasonlmiller.com](http://jasonlmiller.com)

| LinkedIn: [linkedin.com/in/jasonlmiller](https://www.linkedin.com/in/jasonlmiller)

## **CONTACT**

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