



Michael Simon

Web Developer

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SUMMARY



I create user-friendly and visually-appealing web pages that are easy to navigate. My expertise in front-end development allows me to effectively translate design mockups into functional and responsive websites that provide an optimal user experience on all devices. I have 3+ years of experience at a full-scale web agency and come with a wealth of knowledge in search engine optimization. I have experience with many CMS such as WordPress, Contentful, Strapi, Webflow, Sanity, Bigcommerce, Shopify, and Brilliant Directories.

WORK EXPERIENCE



Web/Advertising Developer

Amerifirst Financial Corporation (Corporate HQ Remote) | Kalamazoo, MI | 2021 – Present

- HTML/CSS/JS, React, Microsoft Office/Teams, PowerBI, Directus, Sharepoint
- Developed and maintained an internal compliance monitoring tool called Sherlock using Directus REST API for backend and React for the frontend, utilizing HTML, CSS, and JavaScript. Ensured smooth functionality and responsive design for optimal user experience.

Web Developer & SEO Analyst

Click NOW Marketing | Gilbert, AZ | 2017 – 2020

- Utilized many of the items under my skills section here.
- Developed a wide range of websites including blog networks, brochure websites, e-commerce websites, and other marketing solutions using HTML, CSS, JavaScript, and PHP, along with WordPress and Shopify platforms. Ensured high-quality code and optimized website performance for seamless website functionality.
- Managed new client on-boarding and oversaw SEO campaigns for a portfolio of 10-30 clients at any given time. Conducted thorough SEO audits, keyword research, and competitor analysis to develop customized strategies for improving organic search visibility and driving targeted traffic to client websites.

Web Advisor

Endurance International Group (Bluehost, Hostgator) | Tempe, AZ | 2015 – 2017

- cPanel, DNS, PHP, Email Config, Upsales, Customer Service
- Interacted with customers in real-time to understand their unique business challenges and initiatives. Utilized effective communication skills to build rapport and establish trust with customers.
- Utilized a software ticketing tool to address customer questions and issues in a timely manner. Followed a strict process of analysis, documentation, and escalation to achieve resolution and ensure customer satisfaction.

SKILLS



- **Languages:** HTML, CSS, JavaScript, Typescript, jQuery, PHP, Tailwind CSS, C#, Various Component Libraries
- **Technologies:** React, Nextjs, Vite, WordPress, Webflow, Strapi, Directus, Shopify, BigCommerce, Brilliant Directories, Majestic, Screaming Frog, Semrush, Klayviyo, Brightlocal, Birdeye, Whitespark, Motion.Page, Slack, GoToMeetings, Directus, Github, Github Copilot, Node, NPM, Microsoft Office/Teams, Discord