

PAM HEATER

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Qualifications

- 10+ years of experience in WordPress content development, design, and maintenance
- 10+ years of experience using HTML
- Website design and SEO to optimize usability and user experience to grow customer base

Skills

Languages

HTML5
CSS3
JavaScript
Ajax
Less

Tools

Sublime Text 3
WordPress
WinLess

Other Skills

Coding Best Practices
Responsive Web Design
Dynamic Programming
Social Media Integration
SEO Optimization

Platform

Windows

Professional Experience

Web Designer

PDRH Design, San Diego, CA

8.2020-present

Designed new webpages and updated existing webpage layout, content and pictures using WordPress, HTML, CSS, and Squarespace for various clients. Installed and implemented Form apps with CAPTCHA and Lightbox apps for increased functionality and usability. Reordered and relabeled navigation menu items, standardized page layout, and added features and links throughout websites for enhanced functionality and user experience. Created blogs and authored and edited content on posts. Integrated social media to drive traffic to website. Services included website layout, content development, responsive design, maintenance, social media, SEO and photography.

Consultant and Project Manager

Hidden Resources, San Diego, CA

4.2019-present

Designed new webpages and updated existing webpages and content using WordPress, Squarespace, HTML and CSS for various clients. Provided composting and consulting services to various San Diego area companies. Hidden Resources is a composting services consultancy.

Operations & Office Manager

Green Mountain Technologies, Inc., Bainbridge Island, WA

9.2011-6.2018

Increased corporate visibility and sales through website development, social media and marketing campaigns. Created, updated and maintained website content including blog postings and e-commerce items using WordPress and HTML. Services included webpage design, layout, content development, and Google Analytics. GMT provides commercial composting solutions to industries and municipalities around the world.

Manager

Qualegy, Bainbridge Island, WA

1.2004-9.2011

Created a simple, attractive website for an affordable, solar energy systems developer.

Office Manager

Alphadactyl.com, Bainbridge Island, WA

10.1999-10.2002

Managed e-commerce sales for a gameport hub developer and manufacturer.

Education

Front End Development Certificate Program, UC San Diego Extension, 12.2020
BS in Business Administration, Management Finance, San Jose State University