

SCOTT BICKELL

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WEB DEVELOPER

Full Stack Web Developer with over ten years experience producing websites, creating digital marketing content, developing for mobile devices, and using analytics in a variety of business sectors. Expertise in front-end and back-end development utilizing the full JavaScript stack. Experience with PHP/MySQL based CMS platforms including WordPress and Drupal. Experienced in graphic design, video editing and project management. Most recent accomplishment was completion of the Full Stack Web Development coding bootcamp at the University of Denver.

CAREER EXPERIENCE

Independent Contractor, Web and email development, multiple clients, 07/2017 to present

- Build responsive emails using ZURB stack (Gulp powered build system using Handlebars)
- Build landing pages for a variety of client content management systems (WordPress, Sitefinity, Drupal, static HTML)
- Install and maintain Google Analytics for emails, landing pages and websites
- Customize website themes for client content management systems
- Build and host WordPress websites

Full Stack Web Development Coding Bootcamp, University of Denver 09/2018 – 04/2019

An intensive 24-week long boot camp dedicated to designing and building web applications, utilizing the MERN Stack (MongoDB, Express, React, Node). Examples can be seen in my portfolio. Topics covered include JavaScript, jQuery, Git, AJAX and JSON, API consumption, Firebase, MySQL, Handlebars, Mongoose, Laravel and other NPM packages including Sequelize, Cheerio and Axios. Apps requiring server-side functionality were deployed to Heroku.

Senior Digital Developer, DMXENGAGE, Centennial CO, 12/2014 – 07/2017

Interacted with clients to build web and email assets / campaigns with WordPress and Drupal theme development and LAMP stack setup and administration. Met with clients to formulate project requirements, review project scope, and develop budgeting estimates. Increased efficiency by standardizing the responsive web and email project workflow for client projects. Managed the company website. Boosted newsletter signups and improved SEO ranking.

- Increased mobile web presence marketability by creating responsive email and landing templates
- Attracted website visitors by injecting search engine optimization into code and content
- Performed A/B testing for marketing campaigns, improved client websites, and enhanced marketing campaigns and branding materials; managed internal projects using project management software
- Evangelized the importance of semantic HTML, progressive enhancement, and mobile-first design
- Built more than ten client websites using WordPress and created custom responsive themes based on existing branding including custom post type development
- Created 40+ custom email and landing page templates, producing hundreds of emails and web pages
- Developed an iPad mobile web application that integrated with a client marketing automation platform

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Career Experience Continued...

Digital Marketing Manager, DMXENGAGE, Centennial CO, 11/2013 – 12/2014

Developed email marketing campaigns and custom WordPress themes. Administered client websites. Designed and printed newsletters, postcards, flyers, and posters.

- Administered email marketing campaigns using an in-house marketing automation platform
- Strengthened consistency and quality across multiple channels by assisting with two company re-brandings

Web & Multimedia Designer, Zegrahm Expeditions, Seattle WA & Centennial CO, 03/2004 – 09/2013

Key contributor to the marketing department for an expedition travel company. Owned the company website, produced video and DVD marketing materials, managed digital assets, designed / coded email marketing campaigns, and tracked marketing campaign results with Google Analytics and Adobe Site Catalyst. Created PPC campaigns. System Administered the Macintosh computers.

- Redesigned zegrahm.com, migrated to Drupal 6 and developed web sites for Zegrahm and partner firms
- 420% increase in email subscribers reached by designing weekly HTML email campaigns and tracking to link email subscribers to website activity
- Administered staging and production servers for zegrahm.com (MSSQL/IIS) and the company blog
- \$20,000 saved by implementing a less costly and better solution for managing the digital photo library
- Produced the video promoting the company product, authored DVD, and designed mailing packaging

Web Developer, Seattle Community Colleges District Office, Seattle WA, 07/2001 – 03/2002

- Designed and developed sites for the district and for upcoming events
- Updated and maintained existing sites. Integrated streaming video presentations
- Assisted with testing, research and documentation for the migration of the existing District sites to Windows 2000 Server with IIS 5.0 and SQL Server 7.0
- Optimized automated database-driven applications
- Conducted usability studies of existing district sites and made recommendations
- Designed and printed materials promoting the Web Team as a resource for the district

EDUCATION & PERSONAL DEVELOPMENT

Full Stack Web Development Bootcamp

University of Denver
09/2018 – 04/2019

Introduction to ASP.NET

Arapaho Community College
2008

Associate of Applied Science in Web Design

Seattle Central Community College
2002

Teaching Assistant, Introduction to Web Authoring

School of Visual Concepts, Seattle, WA
2002