

Joel A. Taylor

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Professional Summary

Motivated, leadership-focused web developer and technical strategist looking for **Production Lead** role in an easygoing and talented environment. Over eight years experience in the web industry as a designer, developer, project manager, information architect and team lead. Possess the flexibility to contribute to clients ranging from local small business owners to Fortune 500 organizations through developing websites and supporting various internet marketing campaigns. Believe in being approachable, having honest and direct communication and staying committed to excellence and efficiency.

Specialties

- Website and Application Development Production
- Client Facing Technical Consulting
- Project Management & Scope Control
- Information Architecture
- Content Management System Development
- PayPal Integration
- Custom Web Application Development

Technologies

PHP, AJAX, jQuery, MySQL, HTML / XHTML, JavaScript, CSS, Mac OS X, Linux, Microsoft Windows (XP & Vista), Apache Web Server, Subversion, Omniture, Google Analytics, WordPress



[Zend Certified PHP 5 Engineer](#)

Work Experience

Lead Developer (11/2008 - Present)

Web Developer (07/2007 - 10/2008)

[Siting LLC](#) | Nashville, Tennessee

Web Design, Development and Search Engine Optimization Agency

July 2007 - Present

Key Accomplishments:

- Promoted to Lead Developer after leading several projects to successful completion and receiving positive client and internal feedback
- Performed analysis and created structured processes for development department
- Developed Mazda Knowledge Center: Designed Information Architecture, performed project management, directed and contributed to development & executed launch.

Role & Responsibilities:

Manage development tasks and ensure projects are completed within time and budget. Work with department managers to establish company practices and procedures. Serve as development representative on client accounts, and concept technical solutions for marketing needs. Plan and build out custom content management systems and web applications using LAMP technologies. Write various Information Architecture documentation according to technical requirements. Participate in technical sales and project estimation alongside sales team. Execute multivariate testing and onsite optimization.

Senior Web Designer

[Foundations Associates](#) | Brentwood, Tennessee

Integrated Alcohol and Drug Treatment Centers

February 2007 - July 2007

Key Accomplishments:

- Designed and developed all five company facility websites, including corporate website
- Structured HTML for maximum search engine visibility
- Built all websites using similar frameworks to increase productivity with update requests

Role & Responsibilities:

Provided web design and development support to the marketing department. Assisted in general company IT requests such as network setup and software support.

Senior Web Designer & Information Architect

[US Airways](#) | Tempe, Arizona

National Airline

March 2006 - September 2006

Conceptualized and prototyped new site features for usairways.com, including user interface enhancements. Initiated, designed and constructed web applications to promote efficient internal communication. Designed and implemented updated email marketing templates. Supported rollout of 2006 website redesign.

Email Marketing Specialist

[Motricity](#) | Durham, North Carolina
Mobile Content Management & Delivery Systems
August 2004 - February 2006

Designed and deployed approximately ten email newsletters per week to a combined list of eight million subscribers. Ensured company adherence to CAN-SPAM laws and email marketing best practices. Served as project manager for ExactTarget implementation. Directed A/B testing and contributed to email marketing strategy, analytics and planning with Product Management team. Enhanced email marketing workflow and approval process through initiating and building out automated tools. Implemented tracking for email statistics and worked with ExactTarget account manager to improve key metrics.

Founder / Director

Sovereign Graphics | Balclutha, New Zealand
Graphic & Web Design Shop
November 2000 - August 2004

Created, hosted and managed corporate and non-profit websites using Flash, HTML & PHP. Designed various print and identity collateral for clients. Performed small business management tasks such as sales, accounting and production management.

Additional Experience

Freelance Web Developer / Project Manager

February 2006 - Present

- Manage and produce websites and applications to keep skills current and experiment with the latest web technologies.
- Constructed freelance tracking tool (freelanceTrackr) to easily track and invoice freelance projects. Plan to expand the tool for release mid-2009.

Work Examples

[View full online portfolio at <http://joelataylor.com>]

Key Sitinging Projects

- [InstantAmber](#)
- [Dealerskins](#)
- [NumberGarage](#)
- [SourceMedical](#)

Freelance Clients

- [Cumberland Consulting Group](#)
- [PAI Medical Group - Nashville](#)
- [Oasis Worship Centre](#)
- [Intimacy Seekers \(Michael Christian\)](#)
- [Nashville Rugby Football Club](#)
- [New Life Physicians](#)
- [Beanstalk Creative](#)