Carolyn D. Collins

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**Objective**

Creative and detail-oriented WordPress Developer with 8 years of experience in designing and implementing innovative features and functionality for WordPress websites. Skilled in PHP, HTML, CSS, and JavaScript with a strong understanding of responsive design principles and SEO best practices. Seeking to leverage expertise in collaborating with cross-functional teams and managing technical aspects to deliver high-performance WordPress solutions.

**Professional Experience**

**Technical Writer**

**SuperDroid Robots, Fuquay-Varina, NC, 2017 – 2019**

* Publish product descriptions and specifications on .NET production website with over 1700 items.
* Create and update white pages, product manuals and online support pages on WordPress Website.
* Develop new marketing opportunities to support business needs. Heavily involved with digital marketing initiatives including email marketing, digital ad buying, content creation.
* SEO Manager - monitor and create content for all social media accounts including Twitter, LinkedIn, Facebook, Instagram, and YouTube.
* Implement and monitor E-commerce conversion tracking codes.
* Operate live chat to respond to requests.

**WordPress Developer
Independent Consultant Wendell, NC, 2014 – Present**

* Design and implement new features and functionality for WordPress websites, ensuring seamless user experiences.
* Collaborate with business owners to define, design, and ship projects on time.
* Manage all technical aspects of the CMS, ensuring high-performance and availability for client websites.
* Troubleshoot and solve complex problems related to WordPress development, maintaining optimal website functionality.
* Implement SEO best practices to enhance website visibility and ranking on search engines.
* Utilize themes and plugins tailored to client needs, enhancing website functionality and user engagement.
* Integrate e-commerce platforms, optimizing websites for online sales and transactions.

**Technical Consultant**

**EnterScape, New Albany, KY, 2017**

* Perform WordPress site migration from cPanel to Godaddy, setup SSL certificate.
* Consult on MSSQL transaction log shipping configuration.
* Consult client on .NET site security concerns.

**Key Achievements**

* Improved website performance by 65%, implementing advanced optimization techniques.
* Completed projects on time and on budget.
* Increased organic search growth from 53% to 86%.
* Received positive client feedback for exceptional communication and collaboration.

**Skills**

* Programs:MS Office Suite, Project, SQL Server Management Studio, Visual Studio 2010, WordPress, Adobe Premiere Elements, Adobe Photoshop, Adobe FrameMaker, GIMP, Google Business Suite, Zendesk Live Chat
* SEO: Google Analytics, Google Ads, Google Tag Manager, Google Merchant, WordPress SEO plugins
* Databases:SQL Server 2008, 2012, 2014, 2016; MySQL, Oracle, MS Access, SharePoint
* Languages:SQL, PHP, JavaScript, ASP.NET, XML, HTML, C, C#, C++
* Operating Systems:Windows 7, 8, 10, Linux
* E-commerce Platforms and Integrations
* Responsive Design Principles
* Troubleshooting and Problem Solving
* SEO Best Practices
* Website Performance Optimization

**Education**

Bachelor of Science in Computer Security, Concentration in Database Technology (2016)

Strayer University, Raleigh, NC

Associates of Applied Science in Database Management (2013)

Wake Technical Community College, Raleigh, NC

**Professional Certifications:**

North Carolina Notary Public (Commission expires May 8, 2024)

**Portfolio**

[**mysitewhiteboard**](https://mysitewhiteboard.com)