

## Agency M

**Responsibilities:** Lead developer of a team of full-stack developers working with graphic and web designers to build and maintain websites for a wide variety of clients, from HTML or React-based microsites to complex CMS-driven solutions with WordPress and Drupal. Additionally, working directly with clients post site-launches, to ensure a working knowledge of the deployed websites, including client training sessions with clients' site editors.

### **Lead Interactive Developer** • May 2013 to May 2025 • Philadelphia, PA / Remote

- Built a multiple award-winning custom PHP-based interactive microsite to increase customer awareness and conversion year-over-year for a top-tier cable company, with a special version tailored for its proprietary TV-based browser.
- In-sourced and oversaw animation production to reduce company overhead and increase animation-based project efficiency.
- Led hiring and training for interns, jr developers, and contractors for project-specific work and full-time positions.
- Implemented and administered Git-based version control across the company for over 100 projects.
- Lead developer and primary animator for a multi-year online brain health awareness campaign, increasing engagement, sign-ups, and returning customers year-to-year.

### **Senior Interactive Developer** • May 2012 to May 2013 • Philadelphia, PA

- Provided training sessions and co-op working sessions with designers to work on understanding and designing for current web standards.
- Developed and administered the agency website using Drupal, allowing for non-developers' ease-of-access and editing capabilities.
- Streamlined and facilitated the distribution and maintenance of computer equipment, application provisioning, and productivity subscriptions for in-house staff.

### **Interactive Developer** • April 2010 to May 2012 • Philadelphia, PA

- Created client-specific custom CMS themes on various platforms, ensuring content was accessible, SEO-friendly, and easy to maintain by the client.
- Responsible for multiple rounds of Q&A testing for projects pre and post launch.
- Built and deployed custom HTML emails across various online email and proprietary marketing platforms.

**Clients:** Comcast Business, Xfinity, AARP, AARP Staying Sharp, AgeTech Collaborative, Philadelphia Futures, International Schools Services, Cheshire Law Group, CMI-Promex

## Kelsh Wilson Design

**Responsibilities:** Sole developer responsible for working directly with a staff of four graphic designers to construct complex, large-scale websites primarily for universities and schools, as well as small-scale business websites with unique interactivity.

### **Interactive Developer** • January 2006 to April 2010 • Philadelphia, PA

- Designed and deployed custom easy-to-use CMS systems for clients whose needs were not met by currently available CMS products.
- Created unique dynamic and interactive experiences combining HTML and flash-based components.
- Maintained server, computer equipment, and databases, and assisting video and DVD creation for computer and DVD player deployment.

**Clients:** KR+H Cabinetmakers, Waynesburg University, University of Pennsylvania, Vicente Burin Architects

## Freelance Web Developer

July 2002 to present • Downingtown, PA

**Responsibilities:** Develop personal, nonprofit, and business web sites ranging in complexity using a development solution to fit the clients' needs. Coordinate with clients throughout the design process, as well as provide help setting up and maintaining the website to ensure an easy to maintain and visually engaging website.

**Clients:** Tom's River Brewing, Ryan Starr Design, The HiRes Podcast, Barlett & Steele, Smart Pond

## Education

**Philadelphia University**, Philadelphia, PA

Bachelor of Science, Specialization in Digital Design

## Skills

**Web:** HTML, SASS/CSS, JavaScript, React, TypeScript, PHP, Twig, and MySQL

**Platforms:** Drupal, WordPress, WPEngine, Grav, GitHub, Atlassian BitBucket Cloud, MailChimp, Campaign Monitor, Constant Contact

**Apps:** Adobe Creative Cloud, Office 365, Google Workspace, Figma, Sketch, Frame.io, Local, VSCode, Google Web Designer

## Awards

### 2024 Anthem Awards

Broad Street Love Rebrand  
Bronze, Humanitarian Action & Services,  
Local Awareness Campaign, Awareness  
Categories

### 2019 Communicator Awards

Xfinity Watchathon  
Websites, General-Entertainment

### 2018 ADCP Award

Xfinity Watchathon  
Campaign

### 2018 Cablefax Digital Awards

Xfinity Watchathon  
Interactive Brand Content

### 2016 Cablefax Digital Awards

Studio XFINITY  
Retail Educational Sales Tool  
Use of Video/Moving Image

### 2016 Cablefax Digital Awards

Xfinity Communities  
Digital Welcome Guide  
Supplemental Web Content

### 2016 Webby Award

Cheshire Law Group Website  
Official Honoree, Law

### 2015 Webby Award

Cheshire Law Group Website  
Official Honoree, Law

### 2014 Gold ADDY Award

Waldorf School of Philadelphia  
Integrated Campaign, Consumer Local, Single  
Market