CRAIG ALLEN

WEB DESIGNER & DEVELOPER

PROFILE INFO

A savvy and creative web developer with decades of experience. Skilled in the creation and development of websites and mobile applications.

CONTACT INFO

PHONE
573-701-2098

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me@craigcallen.com

ADDRESS
8048 NE 102nd Terrace
Kansas City, MO 64157

PROFESSIONAL EXPERTISE

WEB DESIGN

WEB DEVELOPMENT

RESPONSIVE DESIGN

WORDPRESS

MOBILE DEVELOPMENT

EDUCATION HISTORY

SPECIALIST IN EDUCATION   **2009 - 2010**
UNIVERSITY OF MISSOURI
Technology in Education / Hours Earned

MASTER OF SCIENCE   **2006 - 2009**
MISSOURI BAPTIST UNIVERSITY
Sports Management

BACHELOR OF SCIENCE   **2001 - 2003**
SOUTHEAST MISSOURI STATE UNIVERSITY
Business Education

BACHELOR OF SCIENCE   **1996 - 2001**
SOUTHEAST MISSOURI STATE UNIVERSITY
Business Finance

PROFESSIONAL EXPERIENCE

WEB DESIGNER & DEVELOPER   **2020 - CURRENT**
CENTRAL POWER SYSTEMS & SERVICES

- Created custom WordPress themes and plugins for company website that leveraged the power of the platform.
- Implemented design elements that improved website usability, navigation structure and content delivery.
- Wrote HTML, PHP and CSS code to customize websites while meeting CIO expectations.
- Developed multiple WordPress websites using cutting-edge technologies such as HTML5, JavaScript, and PHP.
- Troubleshot technical issues related to server maintenance and programming languages.

TECHNOLOGY EXPERTISE

HTML, CSS & PHP

UIKIT FRAMEWORK

WEB APP DEVELOPMENT

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

PROGRESSIVE WEB APPS

HTTPS://CRAIGCALLEN.COM

WEB DESIGNER & DEVELOPER
2015 - 2020

MISSOURI PUBLIC EDUCATION

- Developed, maintained and managed multiple websites based on WordPress platform.
- Created custom templates by using HTML5, CSS3, PHP, JavaScript, JQuery and other technologies.
- Optimized websites for SEO and usability standards according to industry best practices.
- Assisted in designing engaging visuals for the websites to improve user experience.
- Troubleshot various technical issues such as cross-browser compatibility and coding errors.

FREELANCE WEB DESIGNER
2014 - CURRENT

ALLEN MEDIA DESIGN & DEVELOPMENT

- Founded Allen Media Design & Development, a digital agency specializing in WordPress web design for schools, churches and sports teams.
- Developed custom themes and plugins as per customer requirements using HTML5, CSS3, PHP, jQuery and JavaScript.
- Led the team of developers to build websites that met the customers' needs.
- Implemented innovative designs to improve website loading speed and user experience.
- Troubleshooted various technical issues such as cross-browser compatibility and coding errors.

DIRECTOR OF MARKETING
2014 - 2015

NEW BALANCE LICENSED STORES

- Developed marketing plans and strategies to increase the reach of New Balance products in the market.
- Launched multiple campaigns to promote brand visibility on different channels such as television, radio, digital media and events.
- Oversaw daily operations such as budgeting and public relations activities for the stores.
- Monitored sales performance and implemented promotional activities based on customer insights.
- Organized store events to create brand awareness and utilized social media platforms for promotion.

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COORDINATOR OF CREATIVE MEDIA   2012 - 2014
PARKER HANNIFIN, SPORLAN DIVISION

- Coordinated the efforts of creative media team while ensuring that all web content was published on time.
- Developed and maintained websites using HTML, PHP, CSS and JavaScript to support existing marketing initiatives.
- Optimized search engine results in order to drive more traffic to the website.
- Assisted in design and development of email newsletters.
- Updated web content such as images and videos to ensure accuracy.

COMPUTER SCIENCE TEACHER   2001 - 2012
MISSOURI PUBLIC EDUCATION

- Taught web design, digital media, computer programming and computer science principles to students.
- Created lesson plans, activities and assessments to engage my students in the learning process.
- Developed a curriculum that would help the students stay up to date with the latest technologies and trends.
- Mentored student teams on various projects related to web design, digital media and computer science.
- Assisted in organizing workshops, events and after school activities for the school.