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| **KEITH CHISHOLM** | [**keith@keith-chisholm.com**](mailto:keith@keith-chisholm.com) **| 603.315.5854 2538 Battery Pl. | Wilmington, NC 28403** [**www.keith-chisholm.com**](http://www.keith-chisholm.com/) |

Summary of Qualifications

Seasoned front end developer with experience on ASP.NET and PHP projects. Familiar with MVC and developing modular front end components for use in either environment. I have been developing with a stack of Node.js, Grunt, Express, Swig, Sass, and a custom HTML5 Boilerplate to rapidly prototype rich web applications. Experience with Agile development, Git for source control, and Visual Studio’s Team Foundation Server (TFS) to create user stories and map out the development process. Two week sprints were used in an iterative process to deliver the project within the specified deadline.

* Bachelor of Science Degree in Business Administration – University of New Hampshire.
* Mid-level Front End Development Skills, and Expert Search Engine Optimization skills.
* Programming languages: HTML5, CSS3, Sass, jQuery, AJAX, JavaScript, PHP, Razor HTML, Sass, Jinja, Hubl (HubSpot's language), Python.
* Platform experience: Sitecore, Kentico, HubSpot, WordPress, CakePHP, OpenCart.
* Analytic thinker and methodical problem solver.
* Well-developed communication and interpersonal skills.
* Proven track record for continued education and strong conviction for lifelong learning.

Experience

**FRONT END DEVELOPER**

**SILVERTECH** - MANCHESTER, NH

2015 - 2016

Responsibilities included developing interactive websites and web components by utilizing HTML5, CSS3, and JavaScript. Writing modular front end code that is semantic, and compliant for both ADA and W3C.

* Developing with a tech stack of: Node.js, Grunt, Express, Swig, Sass, and a custom HTML5 Boilerplate.
* Bootstrap framework for responsive development on select projects.
* Working with the project team in an agile development environment, with iterative testing and two-week sprints.
* Integrating the front end cut ups into an MVC model with the backend developer, debugging any problems with backend, or QA Engineer.
* Integration of REST and JSON API’s (HubSpot and Pardot).
* Developing blogs within the HubSpot platform for marketing automation, utilizing the HubL language.
* Participate in code reviews upon project completion.
* Creating documentation for development projects and helping the QA engineer with testing plans.

**LEAD SEO**

**INDUSTRIAL TRAFFIC** - HOOKSETT, NH   
2009 - 2015

Responsible for overseeing the SEO strategy for clients, while splitting time writing front end code. Annual SEO budgets ranged from $6,000 to $60,000. SEO work has led to upwards of $600,000 contracts for clients. Development projects ranged from full e-commerce solutions with 20,000 skews, to 5 page websites.

**Front End Skills**

* Developed in LAMP environment, using Git for version control.
* Transforming design comps into functional websites.
* Developing responsive websites with Bootstrap, HTML5, CSS3, jQuery.
* Working with CMS platforms including: CakePHP, OpenCart, Joomla, WordPress.
* Estimating level of effort for projects or components.
* Participate in planning meetings for projects.

**SEO Skills**

* Training and managing new SEO hires within the company. Subjects include: keyword research, SEO best practices, ongoing SEO evaluations, Google analytics, ranking reports, event tracking, Tag Manager, as well as training for code syntax and validation.
* Developing training manuals and best practices documentation.
* In-depth Google analytics evaluation measuring KPI’s and other data points.
* Meeting with clients to discuss overall goals with the website and establish a marketing strategy.
* Estimating SEO requirements including: budgeted hours, scope of work, architecture, SEO strategy and proposal writing.

**OWNER**

**AARDVARK DESIGN** - MANCHESTER, NH

2007 - 2009

Consult with clients to identify key requirements, define web project scope, develop project plan and schedule. Maintain client websites, manage updates, perform site re-designs.

* Design website layouts and components in Photoshop/Illustrator.
* Develop the front end code locally on a testing server.
* Setting up Domain accounts and DNS settings for sites.
* Performing basic SEO for clients.
* Cross-browser testing.

**Education**

**HUBSPOT DESIGN CERTIFICATION -** 2015

**DANIEL WEBSTER COLLEGE**

Certificate in Web Design – 2007

**SOUTHERN NEW HAMPSHIRE UNIVERSITY**

Graduate School of Business – (4 courses)

January – December 2003

**UNIVERSITY OF NEW HAMPSHIRE**  
**Peter T. Paul College of Business and Economics**  
**B.S. – Business Administration – 2000**

**National Career Readiness Certificate**: Gold level

**Continuing Education**

**TREEHOUSE**

*Completed*: Object Oriented JavaScript, Understanding “this” in JavaScript, JavaScript Loops, Arrays and Objects, Interactive Web Pages with JavaScript, AJAX Basics, CSS FlexBox Layout.

*In Progress:* Python

**CODE ACADEMY**

*Completed*: JavaScript, Git, AngularJS 1.X, PHP

*In Progress*: Python

**MEETUP GROUPS**  
Front End PDX, PadNug, PDXnode, Angular Meetup Portland, Portland ReactJS, Boston Sports Fans PDX

**Extracurricular Activities**

Musician: guitar (19yrs), Mandolin (5yrs.)  
Real Estate Investor - Owner of a two-family rental property in NH.  
Woodworking: built an acoustic guitar, garden boxes, 6’x9’ shed, and more.  
Qigong, and meditation practitioner.