MARC OLSON
FRONT-END WEB DEVELOPER

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I am a senior front-end web developer working in the greater NYC metro area, with 10+ years experience in design. I am currently in charge of managing a web team, as I oversee the design process from inception to aftercare. I manage client expectations ensuring all goals are met, and I continually strive to increase overall productivity for myself and the team to ensure both business and client satisfaction.

Technology and Software

I have experience ranging from coding emails from scratch, building brand compliant templates using responsive design web frameworks, working with content management systems such as WordPress and Shopify (including setting up all required databases, building and skinning templates, maintaining the content, as well as training the clients on how to use the systems), creating logos for companies that have nothing more than a name, and a vision, and stellar customer service. I am proficient in the following technologies and software applications: HTML5, CSS3, Responsive Frameworks (Foundation and Bootstrap), JavaScript, PHP, Adobe CS6 (Dreamweaver, Photoshop, Illustrator, and Flash), effective design techniques, current SEO best practices, UI/UX experience, social media applications and integration (Facebook, Twitter). Completely versatile in both Mac OS and Windows PC, as well as cross-browser compatibility.

Experience

Barclays - September 2009 to present
Lead Front-End Web Developer/Project Manager

- Created fully customized HTML5/CSS3/PHP and JavaScript templates using fully responsive framework to ensure compatibility with all browsers and devices (mobile first), and fit within brand guidelines
  - This includes responsive registration and survey PHP pages with reporting matrices. All registrations include animations that have varied levels of conditional statements, as well as different show/hide options.
- Created Photoshop and Illustrator documents that accompany the new HTML/CSS templates (banners, favicons, icons, etc.), that help streamline workflow and increase department productivity
- Perform QA testing to ensure that templates are bug free, implementing immediate updates if issues are found
- Create custom 404 Not Found pages and 301 Redirects.
- Develop various SharePoint intranet sites for clients with varying needs
- Developing email specific HTML files that are accessible over various media and email programs
- Continually looking to see what new features can be added to company templates to bring clients the most usability possible
- Lead bi-weekly meetings with top-grossing clients to cultivate relationships and review projects
- Managing multiple projects while meeting and exceeding all client expectations and deadlines in a high demand environment
- Delegate tasks to my team, review their work prior to distributing to the client
- Ensuring all necessary source materials are received from clients, and passed on to the designers for all projects
- Identifying areas of improvement that can be made within our department, proposing solutions to supervisors, and then implementing these action plans
- Maintaining communication with international colleagues to ensure consistency in project development

nuTravel Technology Solutions, February 2005 – June 2009
Web Development/Interactive Marketing

- In charge of turning clients ideas into a reality by visualizing and developing, standards-compliant web sites
- Monitoring industry standards and trends to incorporate into our websites to remain on the cutting edge
- Develop and implement online marketing strategies increase web site traffic and improve conversion rates
- Analyzing client sites to improve their online marketing strategies
- Exploring new marketing ideas to expand our customer base
- Develop and monitor email marketing initiatives
- Conduct competitor analysis/research
- Production of creative deliverables, including all corporate sales and marketing presentations
- High-priority assignments completed on or ahead of schedule/ projects on short turn around time
- Creating custom travel websites and online communities for various clients
- Monitoring traveling trends and destinations in order to offer our clients the best experience
- Participating at national conventions, interacting with client base and developing new contacts to expand business

Marc Olson Designs (formerly Cram Creations), May 2005 – present
Founder/Creative Director

Upon graduation, I developed what is now Marc Olson Designs to expand my creative portfolio. I continually strive to enhance relationships with previous and existing clients, to construct brands for their companies. I accomplish this by logo design, creating business cards, providing all varieties of print material such as letterheads, brochures and billboards, all while helping to develop websites that tell their stories to their consumers.

I am honored to be a part of these companies as they reinvent their brands, relaunch their businesses, grow their audience, and become an even larger success than they could have imagined.

Teaching, Learning and Technology Center, Seton Hall University, September 2001 – December 2004
Web Designer/Graphic Artist

- Worked 20+ hours a week as a Blackboard Specialist, transforming professors physical classrooms into a virtual environment
- Digitizing media
- Creating online tests

Education

Seton Hall University, September 2001 – May 2005
Bachelors of Arts Degree

- Major: Liberal Studies Program
- Double Minor: Fine Art/Web Design; Honors Program