### Newport Beach, Ca | (949) 394 1888 | njennes@gmail.com | NJennes.com

Nicholas Jennes

**FRONT END ENGINEER / FULL STACK WEB DEVELOPER**

Versatile and talented Front-end Engineer / Full Stack Web Developer with 11+ years of experience designing and developing dynamic, high-speed websites, apps and platforms fueling competitive advantage and revenue growth.

# EMPLOYMENT

**JUNE 2017 – MARCH 2019** **ETF Trends Irvine, Ca**

dIRECTOR OF SITE OPERATIONS / FULL STACK WEB DEVELOPER

* Directed site operations and enhanced front and back end development of ETFTrends.com by utilizing skills in **HTML, CSS, JavaScript, jQuery, PHP, Responsive design, UI/UX design, SEO, WordPress,** and other abilities
* Completely revamped and recoded website, single-handedly **increased traffic by 400%** from 120,000 to 600,000+ page views/month & **improved site performance and load time by 85%** from 15-20 to 3-5 seconds
* Implemented financial quote ticker pages, with skills in **Web Design, SEO, PHP and API programming** to pull in real-time data, catapulted many quote pages in the **top 10 of Google search rankings** for high volume keywords
* Spearheaded development of **customized microsites** for clients, integrated responsive ad units, brought in **revenue of up to $150k per microsite**
* Revamped webinars through redesign and recoding of virtual conferences, registration and landing pages, **increased registrants by 45%**
* Designed and coded cross-client **responsive email templates** for daily newsletters and marketing campaigns, **doubled open/click rates & signups**
* Collaborated in **Agile, Scrum and Kanban** development lifecycles, with daily stand-ups, weekly sprints and backlog story grooming

**FEB 2008 – JUNE 2017**  **Entrepreneur.com Irvine, Ca**

front end engineer

* Designed, built, tested, debugged, maintained and enhanced front end development for Entrepreneur.com, using the best practices and web standards in **Web Design, SEO,** **HTML5, CSS3, JavaScript, jQuery & PHP**
* Transformed Photoshop mockups & wireframes into robust web pages
* Developed and maintained custom microsites for popular brands such as: **Staples, FedEx, UPS, Samsung, Capital One and more**
* Redesigned and recoded **mobile responsive and cross-client compatible newsletters**, resulted in a **200% increase in open and click rates**
* Collaborated with the Marketing department on events, conferences and webinars, developed event landing pages, implemented marketing promotions across the site and analyzed data on performance
* **Uploaded monthly issues of Entrepreneur magazine** for digital consumption, processed artwork for online, packaged article content & special features in custom-built CMS, and published app across platforms using MAZ Digital

# skills

**Software** + **Adobe Creative Suite** (Photoshop, Dreamweaver, InDesign, Illustrator, Flash, Audition, Premiere, Acrobat), **Microsoft Office Suite**

* **Google** (Gmail, Drive, Docs, Hangouts, Analytics, DFP, Webmaster Tools)
* **Amazon Web Services** (CloudFront, RDS, EC2, Route 53 DNS)

**Front End Development** + HTML / HTML5, CSS / CSS3, LESS, Sass, JavaScript, jQuery, Gulp

+ AngularJS, React, Node.js, Vue.js, .NET Framework, C#, Karma, Jasmine

* Mobile first and responsive design, Bootstrap, CSS media queries, cross-client responsive HTML newsletters, cross-browser testing, browser dev tools
* Quality Assurance (QA) code testing and debugging, website performance
* Content Management Systems (CMS), WordPress, Drupal, on24
* Website design, UI/UX Design, wireframes, mockups, ad creatives

**Back End Development** + LAMP Development (Linux, Apache, MySQL, PHP), Ubuntu, PHP 7

* MVC Frameworks, Template engines (Smarty, Twig, Blade), JSON, AJAX, Riak
* RESTful API, API integration, Laravel, Symfony, Oracle VM, DNS, Server admin

**Version Control**  + Atlassian Sourcetree, Bitbucket, Bamboo, GitHub, GIT, Mercurial, Subversion

**SEO / Marketing**  + Email Marketing, SEO, SEM, Google Analytics, SalesForce Pardot and

Marketing Cloud, AMPscript, MailChimp, E-commerce platforms

# EDUCATION

2001 – 2007 BACHELOR OF arts – Western Washington University

* General Studies Major / Studio Art Minor
* Concentration in Digital Media, Web Design, Graphic & Industrial Design

2015 – 2016 associate of arts – Golden West College

* Digital Arts Major
* **Adobe Certified Associate** – Visual Communication In Adobe Photoshop
* **Adobe Certified Associate** – Web Authoring Using Adobe Dreamweaver
* **Awarded Honors Certificate** – 4.0 GPA
* **Certificate of Achievement** – Graphic Design Production
* **Certificate of Specialization** – Graphic Design Advanced Production
* **Certificate of Specialization** – Graphic Design Web Site Design

# references

**Tom Lydon** **CEO of ETF Trends**, tlydon@globaltrend.com, (714) 813-7300

**Jake Hudson** **CTO at Entrepreneur Media**, jhudson@entrepreneur.com, (714) 376-6981

**Monica Santana** **Co-worker at Entrepreneur.com & ETF Trends**, (714) 276-7334