

ANDREA STRAUGHN

Wordpress Developer & IT

PROFESSIONAL EXPERIENCE

ROBERT'S DIESEL WORKS, Orlando, FL 5/19-Present

Wordpress Developer and SEO Specialist

- Responsible for online development, marketing programs and IT support.
- Developed [ProGearandTransmission](#), [TruckRepairOrlando](#), [OrlandoTruckRepair](#), [HetricBatteries](#), [TruckTransmissionOrlando](#), [TransmissionsForSales](#), [TruckClutchOrlando](#)

ADVANCED MARKETING INTN'L, Mt. Dora, FL 2/19-4/19

Internet Marketing Manager / IT Support

- Responsible for online marketing programs and IT support.

FREELANCE, Altamonte Springs, FL 6/18-Present

UI/UX Developer

- Produce and manage online marketing programs.
- Developed [RetroCards](#), [Control Stress Easy](#), [Thompson & Evangelo](#), [Mask-Saver](#)

NAVEO MARKETING, Menomonee Falls, WI 7/16-5/18

UI/UX Web Developers

- Developed [Aluminum Foundry of Wisconsin](#), [Badger Electric Motor](#), [Badger Wire](#), [Benz Oil](#), [CP Packaging](#), [Curtis Industries](#), [GEP Power Products](#), [GVS Engage](#), [HM Product Solutions](#), [Holming Fan & Fabrication](#), [Kahlenberg Propellers](#), [Lake Country Signs](#), [MB Metal Technologies](#), [Naveo Marketing](#), [Optimum Vehicle Logistics](#), [Precision Cable Assemblies](#), [Platypus Technologies](#), [Roberts Irrigation](#), [Toman ThermoSonic](#), [Toellner Systems](#), [Villa Passiflora](#)
- Produce clean, well-documented, efficient, and standards-compliant code with an eye towards performance optimization

MILWAUKEE ART MUSEUM, Milwaukee, WI 6/15-7/16

Web Designer/Developer

- Developed [MAM AfterDark](#), [Lakefront Festival of Art](#), [Art In Bloom](#), [American Epics](#), [Nature and the American Vision](#)
- Maintained various PHP legacy sites
- Responsible for designing, coding, and modifying websites
- Designed attractive responsive websites for cross-browser and mobile compatibility
- Utilized web analytics tools to capture meaningful site usage patterns, ability to identify and respond to trends as well as relay information to interested parties in the organization.

FREELANCE, Milwaukee, WI 6/15-7/18

UI/UX Developer

- Produce and manage online marketing programs.
- Developed [Ancora Stone & Tile](#), [Hau & Associates](#), [Merton Way](#), [Brow Envy](#), [Kessler Creative](#), [Bub's Irish Pub](#), [Best Coupon Deals](#), [Germantown Nails](#), [Mirage Systems, Inc.](#), [Def-B](#)

ANDREA STRAUGHN

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PEVONIA INTERNATIONAL, Daytona Beach, FL

2008-2013

Internet Marketing Manager

- Developed Pevonia, Pevonia Pro, Pevonia Equipment, Spassion
- Team Manager of online B2B and B2C marketing programs
- LAMP & WAMP Developer
- Developed online marketing strategies to upsell/cross-sell, conducted multivariate testing
- Managed 3rd party suppliers and agencies
- Managed site content - product listings, pricing, copy, and images and social media
- Managed domain records (domestic and international)

IT Manager

- Evaluated new software and hardware
- Responsible for department budget and expenditures
- Implemented Microsoft Active directory, Exchange, SharePoint, and Citrix
- Implemented Sage MAS 500 accounting system
- IT support domestic and international

HAWAIIAN TROPIC, Ormond Beach, FL

2006-2008

Internet Marketing Coordinator

- Managed Website - Hawaiian Tropic
- Managed online marketing programs
- Created Email Campaigns and Newsletters
- Managed site content - product listings, pricing, copy, and images
- Creative support

EDUCATION

Bachelor of Science, Interior Design - Art Institute of Pittsburg Online

Received Academic Achievement - 3.8 Cumulative GPA. Completed 70 out of 180 credits

Associate of Applied Science, Accounting - Milwaukee Area Technical College

Completed 58 out of 68 credits

CERTIFICATIONS

HTML – w3 Schools

Yoast – SEO for Wordpress

Email: andrea@interactive-design-group.com Portfolio: <https://interactive-design-group.com>