



mrobertsweb.ca

Education

Associate Certificate Applied Web Development

BCIT

Graduated with Distinction
2014–2016

Bachelor's Degree Humanities

UVic

Graduated with Distinction
1999–2005

Skills

HTML

CSS/SCSS

JS

jQuery

PHP

NPM

Gulp.js

Git / GitHub

WordPress

Advanced Custom Fields

Google Analytics/Tag Manager

Google Search Console

Meta / Google Ads

SEO Strategy/Content

Mark Roberts

Front end developer and designer

Experience

Front end developer/designer, 2015–present

Self-employed/freelance

- Works with clients to define and build web presence for their brand and services
- Builds custom themes and child themes on WordPress using HTML, CSS, JS, and PHP
- Builds sites that follow industry standards in proper search engine optimization, performance, and accessibility

Senior developer, 2022–2023

Reaction Digital

- Architect and develop complex WordPress websites and applications, including custom themes and plugins.
- Provide technical leadership by mentoring junior/freelance developers, conducting code reviews, and staying updated on WordPress trends.
- Communicate with clients, understand requirements, and present technical solutions. Collaborate with project managers on timelines.
- Troubleshoot and maintain WordPress solutions, addressing technical issues, implementing bug fixes, and updating content.

Front end developer, 2020–2022

Athabasca University

- Worked closely with website stakeholders and provides website development expertise to identify potential problems, research solutions, and propose improvements content organization for mobile apps, web apps, websites, and self-serve information systems
- Responsible for architecting, front end coding, testing and debugging of the presentation layer of websites and user interfaces for applications
- Performed maintenance on websites, applications, and self- service systems, including content updating
- Created and monitored email campaigns in collaboration with stakeholders

Web developer/designer, 2018–2020

Thompson Rivers University, Kamloops, BC

- Worked to increase the appeal, functionality, usability, and accessibility of TRU's various web properties
- Developed and maintained templates for use in TRU's content management system
- Designed and executed marketing and communications campaigns and strategies
- Utilized analytics to support evidence-based enhancements to content and design