Joe Snell
Digital Strategist |Front End Developer

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Summary

Digital strategist and front-end developer with a rare combination of digital marketing and entrepreneurial experience.

- Expertise in responsive, adaptive, mobile first web design
- Passionate about web technologies
- Proficient with Wordpress theming / site building
- Thrives in a collaborative work environment

Professional Experience

Front-End Developer

Staffing Robot / 11-Bridges
April 2013-Present
Building brand websites and digital marketing assets.

Front-End Developer | Digital Strategist

Freelance
October 2012-March 2013
Enhancing expertise and experience in digital production, strategy and design. Developing professional digital network and portfolio.

Front-End Developer

Thoroughly Modern Marketing
Portland, Oregon
April 2012-March 2013
Building web interfaces, developing & deploying site improvements.

Front-End Developer

NW Kids Magazine
Portland, Oregon
October 2011-March 2013
Building web interfaces, developing & deploying site improvements.

CEO/President

Ziva Salon-Store
Portland, Oregon
1998-2010
Founded, managed and directed a prestigious salon and beauty retail boutique on Portland's NW 23rd Ave. Achieved success and national recognition through leadership, business administration, sales, sales management, digital marketing, analytical prowess, and successful leveraging of industry opportunities to produce brand separation.

Education

- **Internet Design Certificate**
  Portland State University, Portland, Oregon
  September 2011-August 2012
- **Interactive Producer Certificate**
  Portland State University, Portland, Oregon
  September 2011-August 2012
- **Digital Marketing Strategist Certificate**
  Portland State University, Portland, Oregon
  September 2011-February 2012
- **BA History**
  University of Washington, Seattle, Washington
  1989-1994

Software/ Technical Skills

- Responsive, Adaptive, Mobile First Web Design
- HTML, CSS
- JavaScript, jQuery, PHP
- Sublime Text, Codekit, SCSS
- GitHub, Subversion
- Adobe Creative Suite
- Wordpress
- Facebook, Twitter
- Youtube, LinkedIn

Additional Experience

- Attended Searchfest, Innotech eMarketing Summet, & WebVisions, Portland, Oregon – 2012 - 2013.
- Attended Digital Marketing Conference, Portland, Oregon – 2011.
- Attended seminar by Nancy Koehn, Harvard Business School - focused on business trends, social media marketing and brand development. (2010)