

# Joshua Back

DESIGNER/DEVELOPER

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## WORK EXPERIENCE

### EmoryDay

Oct. 2018 – Present

Web Designer/Developer Contractor

- Complete multiple production tasks (design, development, content management, and other as needed) per week meeting all project deadlines.
- Design and develop full websites, landing pages, email newsletters and other design/development tasks per project requirements.
- Implement code development and manage/install plugins per project outline specifications.
- Engage in external client calls and implement design and content revisions.

### Lexington Center Corporation

May 2017 – Oct. 2018

Multimedia Designer/Webmaster

- Maintained website content, designed landing pages, created promotional advertisements, and managed email marketing for Rupp Arena, Lexington Convention Center, and Lexington Opera House.
- Designed and developed responsive email templates.
- Oversaw website redesign process and launch for all venue websites.
- Designed display banners, created social images, and wrote/curated copy for event digital marketing campaigns.

### All Inclusive Outlet

Oct. 2015 – May 2017

Web Content Manager

- Coded responsive email designs and implemented automations.
- Created responsive landing pages with HTML, CSS, Bootstrap, and JS.
- Coordinated with marketing, IT, and product teams to ensure that correct promotions and deals were live and available to customers.
- Managed resort content, including descriptions and images, for 300+ resorts and created content for over 40 resorts added to inventory.
- Tested site redesign for cross-browser and cross-platform compatibility using BrowserStack.

### Freelance

Jan. 2008 – Present

Web, Digital, and Print Designer

- Create unique designs including full websites, web graphics, landing pages, logos, banners, flyers, decals, and t-shirts.
- Design, develop, and maintain custom Wordpress websites.
- Manage Mailchimp accounts and implement email newsletter signup CTAs.
- Design individual landing pages to drive visitors to specific products.
- Track ad impressions and site traffic using Google Analytics.

## EDUCATION

### Eastern Kentucky University – Richmond, KY

Bachelor of Science in Psychology

Overall GPA: 3.96, Magna Cum Laude

Class of 2014

### Spencerian College – Lexington, KY

Associate in Applied Science

Computer Graphic Design

Class of 2007

## TOOLS

Adobe Creative Suite

Google Docs

Microsoft Office

Mailchimp

## DEVELOPMENT

HTML/CSS

SASS

Bootstrap

Foundation 2 for Emails

Basic Javascript

## WORDPRESS

Divi

Elementor

Beaver Builder

Visual Composer

Advanced Custom Fields

## SKILLS

Responsive Web Design and Development

Responsive Email Design and Development

Landing Page Design

Web Content Management

Digital Ad Design & Management