JOANNA JOHNSON

WEB DEVELOPER / ECOMMERCE STORE MANAGER

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OBJECTIVE

I am an experienced Webmaster (Wordpress expert) and team leader with solid expertise in CSS, HTML, Liquid, Javascript, and over 10 years of experience in client management, SEO best practices, ecommerce stores, plugin management, and website security management. With exceptional communication skills, attention to detail, and a keen eye for design, I deliver high-quality work independently or as part of a team. On the job practical experience equivalent to a Bachelor's Degree.

EXPERIENCE

Four Hawk Media, Lead Web Developer | June 2025 – Present

- Design and development of Wordpress websites
- Development and management of Shopify stores
- Managing client communication, from request to completion
- Review and analyze Google Analytics insights
- Draft quotes and timelines for large-scale client projects

Penn State University, Webmaster and Development Assistant | June 2025 – Present

- Manage development workflows for Wordpress websites
- Coordinate a cadence for weekly plugin/theme updates across 20 sites
- Content development for new and existing websites
- Ensure content accuracy, continuity, and alignment with brand standards
- Perform quality assurance checks across web pages, including validating content, links, formatting, and overall experience

ePromos Promotional Products, eCommerce Website Coordinator | June 2023 – May 2025

- Primary manager for 100 ecommerce websites including technical support, development, design, adding custom sections and functionality, and maintaining through ongoing updates
- Customizing website content and functionality with HTML, CSS, Liquid and Javascript
- Writing, editing and auditing an educational library (60+ documents) for internal, cross-departmental and client use
- Problem solving for UX and UI issues with system wide and/or custom coded solutions
- Developing and maintaining a ticketing system to manage multiple sites
- Designing webpages using Figma and Adobe Creative Suite

Jolly Creative Agency, Lead Webmaster | February 2017 – May 2023

- Managing client communication and daily requests
- Delegating each item to the appropriate team member and ensuring projects stay on target
- Quality checking work to ensure high standards met
- Developing and maintaining Wordpress sites
- eCommerce store management including payment method, shipping, and product setup
- Writing, editing and auditing educational documents for training and interdepartmental education

TECHNICAL SKILLS

- Strong skills working with the WordPress core platform, front-end HTML/CSS/JavaScript layout engineering, front-end A/B testing frameworks, and web analytics toolsets.
- 10 years of experience developing complete websites on Wordpress, including e-commerce sites.
- 2 years of experience building and maintaining promotional products company stores on a centralized CMS.
- 6+ years of technical web development and digital optimization experience.
- Proficient in the implementation of on-site SEO best practices.
- Quickly learn and master new technologies and code languages, particularly with on-the-job execution.
- Able to identify and resolve ecommerce issues (orders, customer experience, payments, etc), code issues, and plugin or theme conflicts, including installing or updating plugins/themes through FTP.

COMMUNICATION

- 7+ years as point of contact for client communication (daily requests, large scope projects).
- B2B and DTC webstore development and maintenance.
- Provides and receives peer review feedback on code, design elements, and website additions.
- Communicates effectively with clients to ensure understanding and acquire all necessary information and resources to complete projects.
- 5 years developing multiple educational libraries (80+ documents) in clear, easy to follow terms for both internal and client use.

LEADERSHIP

- 8+ years of experience handling deadlines, keeping many balls in the air, and prioritizing work in a fast-paced, dynamic environment.
- Passion for collaborating cross-functionally with sales, operations, client success, data, and product teams to ideate, complete projects, and drive impactful results.
- Proficient in team training and ensuring adherence to high quality standards.
- 8 years managing client ticket system including analyzing requests, delegating tasks to the appropriate team members, sending price quotes, and maintaining positive client relationships.
- Within 1 year, became the resident expert on an entire platform, including custom coding and webstore setup (shipping, payment methods, products, checkout processes).

REFERENCES

William O'Shea
Director of Ecommerce | ePromos Promotional Products | 516.359.1798

Sarah Jolly
Managing Partner | Jolly Creative Agency | 480.231.9004

Casey Fenton
Operations Project Manager | Penn State University | 814.865.1973

Jeffrey Herman
Managing Attorney | Desert Disability | 480.677.9920