


Kevin Gulledge

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Summary

Energetic and creative front end developer with a background in e-commerce, marketing automation, sales, and SEO.

Proficiencies include:

- Web development: HTML, CSS, Sass, Javascript, jQuery, Liquid, Node, PHP, and Python.
- Graphic design: The ability to learn digital design software, adobe suite, critical communication skills, creativity, creative problem-solving skills, and time management.
- E-commerce: Magento, Shopify, research, and analyze key customer demographics, structural shifts, technology, along with key valuation metrics to generate sales and profit.

Experience

Web Developer

RTR Vehicles

May 2018 - Jul 2020 (2 years 3 months)

- Developed dynamic responsive Shopify eCommerce shop experiences
- Implemented custom layouts in Liquid, JavaScript, CSS, and HTML
- Instituted new digital branding with compelling campaign ideas, product copy, press releases, and automation across 2 brands
- Analyzed & presented Analytics to sales and marketing
- Increased online revenue for RTR Vehicles
- Incorporated FedEx and UPS tracking info to the company's customer-facing website using web services.
- Design and create optimized landing pages in HTML5 and CSS to support the company's marketing and promotional needs which includes Salesforce integration and cross-browser compatibility.
- Provide web support via email, phone, and other electronic communications.
- Improve and maintain efficiency by reconstructing the official websites with modern technologies and frameworks.

Web Developer

kevingulledge.com

Nov 2017 - Nov 2017 (1 month)

Created, Designed, and Developed the website for kevingulledge.com using the knowledge learned in the UNC Charlotte Web Development Bootcamp.

Service Advisor

Team Chevrolet, Classic Chevrolet, City Chevrolet, Parks Chevrolet, and Hilbish Ford

Nov 2003 - Aug 2017 (13 years 10 months)

Chevrolet and Ford Certified.

- Greeted customers, scheduled service appointments, and received vehicle information.
- Handled customer complaints and ensured high customer satisfaction standards.
- Promoted the service facilities to increase repeat business.
- Sold Automotive Repair and Maintenance.
- Performed after-sales follow-ups and developed strong relationships.
- Wrote accurate estimates and selling the products and services either in person or on the phone
- Lead a team of technicians to perform quality maintenance and repairs in a timely fashion
- Scheduling and distribution of work to effect maximum output.
- Managed consistent sales growth and profitability.

Freelance Graphic Designer

WaterBoxDesign

Mar 2010 - Mar 2012 (2 years 1 month)

Critical eye for attention to detail and pixel perfection

- Serviced a variety of businesses with various graphic designs from business cards to web pages.
- Designed company logos utilizing the Adobe Suite software while collaborating with clients to determine their visual needs.
- Utilize Adobe Creative Suite to deliver high-quality work on tight schedules while sourcing, compositing, and retouching images for print and web.

Visual Designer

Bass Pro Shops

Dec 2000 - Nov 2003 (3 years)

- Designed and developed storefront displays and maintained sales floor ambiance to convey company philosophy.
- Organized stock room to ensure all employees could easily service clients.
- Updated and confirmed cleanliness and functionality of fixture, window signage, lights, and equipment throughout the store.
- Provided exceptional customer service on the floor that led to multiple sales per shift.

Education

University of North Carolina at Charlotte

Certification, Web Development

2017 - 2017

The UNCC Bootcamp is a 6-month intensive program for Web application development and deployment. During this time we built multiple applications from scratch and learned skills such as HTML5, CSS3, JavaScript, JQuery, Bootstrap, React.js, Node.js, C#, .Net, Database Theory, Bookshelf.js, MongoDB, MySQL, Command Line, Git, and more.

Campbell University

Bachelor's, Graphic Design

1998 - 2002

Skills

Sales • Marketing • Graphic Design • Web Design • Visual Design • Project Management • Advertising • HTML
• Cascading Style Sheets (CSS) • Web Development