

# Denise Farmer

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## SOFTWARE & PROGRAMMING SKILLS

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Dreamweaver, Fireworks, Flash, WordPress | XHTML, HTML5, CSS3, PHP | Scripting in PHP, JavaScript, jQuery, & Perl | PHP & MySQL Database & CMS Applications | Word, Excel, Outlook, PowerPoint

## INTERNET MARKETING SKILLS

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Search Engine Optimization | SEO Copywriting | Search Engine & Directory Submission | Social Media | Analytics Tools | Affiliate Programs | Banner Advertising | Advertising Networks | Local Strategic Alliances | Email Newsletters |

## WEB DESIGN & DEVELOPMENT SKILLS

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Complex CSS-Based Layouts & Effects | JavaScript & jQuery Effects | Content Management Systems | Shopping Carts | Multi-Page Form Scripting | Portrait Galleries & Slideshows | Nested Sound & Video | Ad Design | Website Redesign |

## EDUCATION

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Associate of Applied Science in Web Development ~ Baker College Online, Flint, MI 2011 ~ GPA 4.0  
Master of Education in Elementary Education ~ Wayne State University, Detroit, MI 1995 ~ GPA 3.82  
Secondary Provisional Teaching Certificate ~ Michigan Technological University, Houghton, MI 1991 ~ GPA 3.67  
Bachelor of Science in Biochemistry ~ Northern Michigan University, Marquette, MI 1988 ~ GPA 3.32

## CERTIFICATION

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Secondary Professional Education Certificate endorsements K-8 Self-Contained, K-5 All Subjects, and 6-12 Biology, Chemistry, & Mathematics (ZG, DA, DC, EX)

## PROFILE

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Seasoned web developer skilled in all phases of the web development cycle, including client briefing, wireframe design, page build-out, content writing, scripting, user interface testing, branding, and marketing.

Skilled internet marketer with a passion for inbound marketing, branding, social media, organic SEO, and web analytics.

Trained educator with an ability to communicate with prospective clients regarding their design, development, branding, and marketing needs, in a language they can understand.

## SPECIAL SKILLS

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Design and script web pages that generate leads and solve usability issues, including complex navigation and image presentation systems, contact forms, surveys, polls, event announcements, online registrations, and free resources.

Develop and implement inbound marketing strategies including lead generation, landing page funnels, email newsletters, social media marketing, affiliate programs, banner advertising, blogging, surveys, and social media.

Use blogs, social media, and SEO to fine tune search engine rankings and overall internet branding performance.

Use Google Analytics to monitor the performance of advertising campaigns, lead funnels, and search keywords.

Evaluate code to ensure that it meets industry accessibility and standard compliance requirements, and is compatible with multiple browsers, devices, and operating systems.

## PROFESSIONAL EXPERIENCE

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**Adjunct Faculty**, International Academy of Design & Technology, [www.IADT.edu](http://www.IADT.edu), Troy, MI (August 2011 – present)  
Instructor of web design and programming courses for the Digital Media and Web Design & Development departments. Courses taught include Web Design II (Dreamweaver & CSS/XHTML), Web Design III (PHP & MySQL), and Multimedia I (Flash).

**Web Developer & SEO Specialist**, [www.DeniseFarmer.com](http://www.DeniseFarmer.com), Oxford, MI (March 2001 – present)  
Freelance developer that offers a full-range of website services and packages including design, copywriting, scripting, site maintenance, search engine optimization, social media branding, and internet marketing campaigns.

- Write content, build, script, optimize, and maintain several websites for myself and others
- Generate revenue for my directory website using advertising networks and affiliate programs
- Manage an online resale shop tied to a PayPal shopping cart
- Brand and optimize my personal portfolio using social and business networks, and professional directories

**Web Developer**, [www.MillerMediaInc.com](http://www.MillerMediaInc.com), Troy, MI (October 2011 – February 2012)

Search Engine Optimization Specialist and Web Developer for a web design, web development, search engine optimization, and search engine marketing firm.

- Conduct organic optimizations on websites including keyword research, competitor analysis, custom meta tags, code cleanup, copywriting modifications, and changes to SEO-valued elements such as headings, paths, and images
- Convert mockups into XHTML, PHP, and WordPress based websites that are W3C valid and cross-browser compatible
- Install and configure WordPress with plug-ins, custom themes, and JavaScript/jQuery scripts

**Administrative Support Specialist**, Hearing Solutions of America, Clarkston, MI (August 2010 – September 2011)

Hearing Solutions of America is the corporate umbrella for a Michigan based company that provides hearing testing and consultations, and dispenses custom made digital hearing aids.

- Wrote page content, built, scripted, and maintained corporate website [www.HearingSolutionsOfAmerica.com](http://www.HearingSolutionsOfAmerica.com)
- Created a job application portal on the corporate website, with multi-page application forms scripted in PHP
- Compiled documents, forms, and ledgers that were currently utilized in all 25 locations and revised them to reflect the verbiage, page layout, and branding standards established by corporate
- Built a password-protected portal on the corporate website with select access areas to download documents
- Optimized corporate website for search engines and monitored performance
- Submitted all store locations to search engines, online yellow pages, and business directories
- Maintained ledgers and documentation for employee and patient referral programs

**Web Design & SEO Intern**, BrightWay Marketing, [www.BrightWayMarketing.com](http://www.BrightWayMarketing.com), Rochester, MI (Summer 2010)

BrightWay is a full-service marketing firm offering strategic planning and agency quality web and print design services.

This was a 120 hour internship required for a web development degree program.

- Built templates for future design projects
- Optimized company website and two client's websites for top organic search engine placement
- Submitted company website profile to professional directories
- Researched and wrote web copy for a landscaping website project

## ELEMENTARY & SECONDARY TEACHING EXPERIENCE

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**Upper Elementary and High School Teacher**, Oxford Area Schools, Oxford, MI (1996-1998)

Teacher of 9<sup>th</sup> grade pre-algebra, 10<sup>th</sup> grade physical science, and 5<sup>th</sup> grade science, mathematics, and social studies.

**Upper Elementary Teacher**, Maria Montessori Center, Farmington Hills, MI (1991-1993)

Head teacher of a self-contained classroom of 4th-8th graders, all subjects exclusive of music and foreign language.

## PROFESSIONAL PORTFOLIO

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View my **online** web development and SEO portfolio at [www.DeniseFarmer.com](http://www.DeniseFarmer.com). **Print** portfolio of webpage screenshots and code samples are available upon request.