

CHRISTINE REAL

WEB DEVELOPER

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livinglavidareal.com

SKILLSET

- HTML, CSS3/Sass
- JavaScript, PHP, Liquid, MySQL
- WordPress, WooCommerce, Shopify, One CMS
- Git version control with code deployment tools
- Google Analytics
- Email & Landing Page Development: Emma, MailChimp, Marketo, Pardot, HubSpot, Silverpop, ExactTarget, Customer.io, Campaigner, Outlook, Playbooks, Salesforce
- Scrum/Agile workflow
- WordPress security best practices
- Optimization of WordPress for speed, performance, and scalability

EDUCATION

University of San Diego

- Bachelor of Business Administration
- Spanish minor
- Delta Sigma Pi Professional Business Fraternity

Portland State University

- Basic HTML and CSS
 - Intro to Web Technologies
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PROFESSIONAL EXPERIENCE

Co-owner & Digital Marketing Director, SOMOS Associates; 2024-Present

- Develop and maintain company website using WordPress.
- Manage social media accounts, creating content and designs for posts.
- Manage company administrative tasks.

Web Developer, American Express/Creative Circle; Remote; 2022-Present

- Develop custom landing pages using One CMS.
- Develop custom emails for Outlook, Salesforce, and CheetahMail.

Web Developer, Freelance; 2019 - Present

- Developed custom WordPress themes.
- Customize Shopify theme styles and functionality.
- Build custom HTML emails

Web Developer, The Renewal Workshop; Remote; 2019-2022

- Developed custom Shopify eCommerce themes.
- Developed a Help Center using WordPress and the Divi theme to support clients and employees.

Web Developer, Subtext*; Portland, OR; 2012-2019

- Skilled in WordPress and Shopify, specializing in crafting highly customizable and feature-rich e-commerce solutions to meet clients' online needs.
- Developed custom HTML email templates and custom websites ensuring responsive design.
- Proficient in PHP and MySQL, with a strong track record of developing dynamic and data-driven websites using WordPress.
- Applied WordPress security best practices to all projects.
- Optimized WordPress websites for speed, performance, and scalability.

HTML/CSS Web Developer, meltmedia; Tempe, AZ; 2011-2012

- Developed websites using Node.js.
- Collaborated with a cross-functional team, following agile practices for feature development.

Web Developer, eROI, Inc.; Portland, OR; 2007-2010

- Developed custom HTML email templates and custom websites using HTML, CSS, PHP, MySQL, and JavaScript primarily with WordPress and plugins like WooCommerce.
- Collaborated with a diverse team to ensure projects are completed within time and budget constraints.
- Troubleshoot, debugged, and resolved website issues.