

Callum Creed

WordPress Developer, SEO Specialist, Marketing And Project Manager

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Project Simmy is a "pet project" revolving around the adoption of virtual animals meant to be homed and cared for in The Sims 4, while also ad WordPress Superstar, SEO Specialist, Digital Marketing Manager and Project Manager. And all around, get-it-together Queen. My goal is to help you and your company become the best that you can be, through engaging content, solid SEO strategies, no-blockers project management, superior content creation and exceptional marketing campaign writing - with a lot of coffee in between. Sound good? Good. Let's talk. vocating for their real life counterparts.



Work History

Jun 2020 - **Upwork (Contractor)**

May 2023

Freelancer, Cranston, RI

- Custom page, post, plugin, theme development using the WordPress content management system.
- SEO Optimization using keyword research, competitor analysis, strategy and planning.
- Ensuring GDPR and ADA 508 Compliance as required by law for client sites.
- Content optimization using established keywords and SEO markers for ranking and audience building.
- QA testing including user scenarios, performance blocks, manual and automatic testing, etc.
- Routine maintenance (backup schedules, code updates, security malware checks, etc).
- Email marketing content writing and template development using common industry networking tools
- Customer support hub management, issue tracking, fix implentation and follow up.
- Social media management, marketing and content writing for all marketing campaigns,
- Run multiple reports with detailed tracking outcomes (GTMetrix, nginx, PageSpeed Insights, Analytics),
- Project management from concept to launch and follow up for projects of all types and scopes,
- Monthly invoicing and finance tracking (FreshBooks and Quickbooks),
- Ongoing learning and implementation of best practices, new software, skill

improvements, lead generation tactics, new strategies, documentations, networking with industry peers, and much more.- Custom page, post, plugin, theme development using the WordPress content management system. - SEO Optimization using keyword research, competitor analysis, strategy and planning. - Ensuring GDPR and ADA 508 Compliance as required by law for client sites. - Content optimization using established keywords and SEO markers for ranking and audience building. - QA testing including user scenarios, performance blocks, manual and automatic testing, etc. - Routine maintenance (backup schedules, code updates, security malware checks, etc). - Email marketing content writing and template development using common industry networking tools - Customer support hub management, issue tracking, fix implementation and follow up. - Social media management, marketing and content writing for all marketing campaigns, - Run multiple reports with detailed tracking outcomes (GTMetrix, nginx, PageSpeed Insights, Analytics), - Project management from concept to launch and follow up for projects of all types and scopes, - Monthly invoicing and finance tracking (FreshBooks and Quickbooks), - Ongoing learning and implementation of best practices, new software, skill improvements, lead generation tactics, new strategies, documentations, networking with industry peers, and much more.

- **Skills:** WordPress · Search Engine Optimization (SEO) · Project Management · Digital Marketing · Social Media Marketing · Team Leadership · Front-End Development · Adobe Photoshop · HTML · Cascading Style Sheets (CSS)

◆ Feb 2016 -
Apr 2019

Web Developer

Plus Three, Remote

- Maintained over a dozen custom built WordPress websites through:
- Custom page, post, plugin, theme development and desktop and browser responsive
- Comprehensive SEO including keyword research, content optimization and performance tracking
- Q&A, troubleshooting, performance testing, site security and GDPR/508 compliance
- Common maintenance (page/post updates, plugin/theme updates, backups, etc).- Maintained over a dozen custom built WordPress websites through: - Custom page, post, plugin, theme development and desktop and browser responsive - Comprehensive SEO including keyword research, content optimization and performance tracking - Q&A, troubleshooting, performance testing, site security and GDPR/508 compliance - Common maintenance (page/post updates, plugin/theme updates, backups, etc).

Skills: WordPress · Search Engine Optimization (SEO) · Project Management · Front-End Development · Adobe Photoshop · HTML · Cascading Style Sheets (CSS)

◆

AT&T Corporate

Feb 2014 - *UI/UX Developer, Raleigh, NC*

Feb 2015

- Developed ACTION 3.0, an internal team UI used to make common processes and tools more accessible
- Fully project managed, from concept to launch, the new ACTION 3.0 employee hub.
- Automated daily report generation and delivery, removing the need for manual report running- Developed ACTION 3.0, an internal team UI used to make common processes and tools more accessible - Fully project managed, from concept to launch, the new ACTION 3.0 employee hub.
- Automated daily report generation and delivery, removing the need for manual report running

Skills: Project Management · Front-End Development · Adobe Photoshop · HTML · Cascading Style Sheets (CSS)

May 2011 - Web Developer

Sep 2015

Lenovo, Morrisville, NC

- Integral part in the development of Black Friday 2011/12 campaigns with record breaking sales for both
- Member of the QA team for vital code drops; manual testing and detailed reporting post-launch
- Assisted in the site-wide implementation of SEO best practices and strategies- Developer of all ThinkPad-branded promotional pages, including development and product scheduling - Work with Project Manager and UI/UX to create custom developed, interactive landing pages - Integral part in the development of Black Friday 2011/12 campaigns with record breaking sales for both - Member of the QA team for vital code drops; manual testing and detailed reporting post-launch - Assisted in the site-wide implementation of SEO best practices and strategies

Skills: Search Engine Optimization (SEO) · Front-End Development · HTML · Cascading Style Sheets (CSS)



Education

Jan 2023 -

Some College (No Degree): Graphic Arts And English

Jun 2023

University of Maryland, College Park - College Park, MD

May 2015 -

GED

May 2015

University of North Carolina (1 Day HTML5/CSS3 Cla - Raleigh, NC