909.490.7731
Los Angeles, California

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Mitchell J Medina

Objective

Design new, cutting-edge Content, E-Commerce, and CMS websites for clients in need of a market identity boost, revenue upgrade, as well as increase the audience base by utilizing various digital marketing and advertisement strategies.

Experience

2013 – Present   Los Angeles, CA

Web Developer II – University of Southern California

- Lead by conforming to industry best practice standards and digital branding guidelines; Provide leadership, direction, support, and architectural guidance to the junior staff and web services team; Lead meetings with project managers from the educational and clinical depts. and Jr**.** developers ranging from marketing status, developer's solution huddles, scrum sprint planning, and daily standup task meetings to keep a productive flow.
- Develop creative strategies on high priority projects and campaigns; Implement protocols and procedures to ensure website security; Develop cutting edge user-friendly web properties to increase brand awareness and online traffic to achieve our online marketing goals; Consistently meeting all task and project deadlines well within the outlined timeframe.
- Design full-frame wireframes simplifying the layout strategy from laying out the content and preparing full color composition mock ups for management approval; Engineering entity service-lines, coding WordPress custom templates, custom plugins, coding in HTML5, CSS3, PHP and JavaScript.
- Present new digital marketing tactics ranging from newsletter layouts, call to actions, SMS, and landing page campaigns; Efficiently and effectively find solutions to resolve technical support issues.

2010 – Present   Los Angeles, CA

Web Developer / Digital Marketing - Freelancer

- Develop distinctive UI/UX web properties to reflect a high quality, professional online brand identity; Engineer custom backend call to actions, functionality, templates, plugins, email newsletters and design layout trends to follow industry trends and forecasts; Focus on SSL implementation; Secure web properties to ensure safety to all files and database tables from malicious attacks.
- Create and maintain analytics reports to increase the client's brand awareness, SEO strategies, optimizing web files and images for a faster loading experience.

2007 – 2009   Inland Empire, CA

Tutor & Student Affairs – The Art Institute of California

- Taught moving trends within digital development to students; Aided students who had difficulties to stay engaged with instructors that taught complicated classes; Helped students solve web issues in a specific manner that made it easily comprehendible.
- Tutored fundamental and intermediate specific curriculum during classes given by top instructors in courses ranging from HTML, CSS, SQL, Adobe Flash, Photoshop, Illustrator, Final cut pro and Corporate Branding.

Education

2006 – 2009   The Art Institute of California   Inland Empire, CA

- B.S., Interactive Media Design. GPA: 3.5

Skills

Extensive knowledge in Adobe Creative Suite, Lightroom, HTML, CSS, JavaScript, PHP, MySQL, Microsoft Office, WordPress MU, Joomla, Magento, Zen cart, Wrike, also Certified in Google Academy Advance Analytics and Fundamentals of Digital Marketing from Digital Garage.