

RECENT EMPLOYMENT

HEALTH CARE SERVICES OF FLORIDA

Web Designer • Webmaster • 1/2021 - Present

- Webmaster for 20+ websites, databases, file mgmt systems
- Manage APIs, website speed, security, firewalls, updates
- Integrate Google, BING, on-board websites for SEO
- Research keywords, write meta titles & descriptions
- Maintain smooth UX & UI, create wireframes for layouts
- Fixed broken WordPress themes, plugins, pages, modules
- Write and edit HTML, CSS, PHP, Javascript
- Use popular page builders (Elementor, Bakery, etc.)
- Design with popular themes (DIVI, Avada, The7, Be, etc.)
- Edit for WCAG, ADA compliance, and maintain status
- Design mockups in Adobe, Figma, Lucidchart

MY FRANCHISE CPAs

Web Designer • SEO Manager • 12/2018 - 1/2021

- Build & maintain all company websites
- Write & edit HTML, PHP, CSS, jQuery, JS
- Manage MySQL, SSL, databases
- Create logos, banners, featured images, graphic designs
- Design e-books, produce webinars
- Acquire backlinks, reviews, and testimonials
- Manage CRM systems & create automation workflows

VIRTUAL STACKS SYSTEMS

SEO Manager • Web Designer • 9/2017 - 6/2019

- Created landing pages & developed new content
- Trained employees & interns in SEO, PPC, Web Design
- Ensured email deliverability, manage DNS, MX, SMTP, SPF
- Ran PPC ads for doctors, locksmiths, venues, etc.
- Acquired backlinks, manage HARO account
- Designed monthly reports, lead monthly recap meetings

NEWSOME MELTON

SEO Manager • Web Designer • 9/2016 - 3/2017

- Managed all company websites, kept updated, fast, secure
- Created new landing pages & skyscraper pieces
- Fixed broken contact forms & synced with our CRM

INCITO LABS

Marketing Manager • Web Designer • 7/2014 - 9/2016

- Designed desktop & mobile-only websites
- Designed & executed SMS text marketing campaigns
- Wrote PPC ads for clients & designed landing pages

SCHOOLS & SKILLS

EDUCATION

Full Sail University | 2009 - 2012

- Internet Marketing MS
- Entertainment Business MS
- Music Business BS
- Recording Arts AS

CERTIFICATIONS

- Google UX Design Professional Certificate
- Google Analytics Certification
- Google Ads Certification

VOLUNTEERING

FSEDM: Full Sail's Electronic Dance Music Organization

Founder, Educator | 2009 - 2019

- Created community, infrastructure, branding, website, "officer" roles
- Created, booked, edited, and produced a podcast show with 200 episodes

INTERNSHIP

WTKS 104.1 Orlando, SBK Live

Digital Marketing, Audio | 2011 - 2013

- Managed 104.1 & SBK Live social pages
- Edited & podcasted audio clips & episodes

PORTFOLIO & WEB DESIGNS

- EdChapkowski.com/portfolio
- FlipsAndFlows.com
- TranslationsByJessica.com
- ERCRecovery.com
- BuyCollectibleCoins.com

TOOLS & SKILLS

WordPress, Shopify, GOOGLE, Microsoft 365, BING, ChatGPT, ManageWP, ClickUp, Zoho, Gravity Forms, Semrush, Ahrefs, Surfer SEO, Hubspot, CRM systems, Figma, Lucid, AWS, Adobe Suite, photoshop, Canva, Elementor, Gutenberg, DIVI, Avada, Astra, Woocommerce, plesk, phpMyAdmin, Stripe, Logic, Ableton, and more!