

Bryan Hoffman

I value communication and lifelong learning. Hiking in pajamas is my favorite thing.

CONTACT INFO

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SKILLS & TOOLS

Front-end Web Design: HTML, CSS, Javascript

Back-end Application Development: Linux, SQL, PHP, Bash

WordPress, Laravel

Salesforce Marketing Cloud, SQL, AMPScript, Automation Studio

EXPERIENCE

Self-Employed — *Web Designer & Developer*

2022 - Present

- Work with clients to fulfill custom solutions to niche problems.
- Stay up to date on the latest design trends.

Halder Consulting Inc., [Remote] — *Web Designer & Developer*

2022 - Present

- Developed a style guide to better maintain brand consistency across clients websites.
- Created a PHP application to ingest emails and turn them into tickets for a project management application by interfacing with its API.

Florence Corporation, [Remote] — *Marketing Tech Associate*

2019 - 2022

- Collaborated with multiple internal teams to launch new sites, and create new features.
- Troubleshooting of website issues, attention to best practices, optimization, and maintenance.
- Updated and extended web applications using vanilla PHP, Laravel, CodeIgniter, WordPress, and Drupal.
- Developed landing pages and web forms integrated with CRMs like Salesforce. Created an interactive ROI calculator to generate sales leads.
- Helped teams create branding and identity for their websites.

DuPage Credit Union, Naperville, IL — *Email Marketing Developer*

2019 - 2019

- Created marketing emails utilizing HTML, CSS, and AMPScript within Salesforce to manage email campaigns.
- Responsible for automating various email campaigns using Automation Studio.
- Performed A/B testing and created reports to show key performance indicators on campaigns.

EZlocal, Lombard, IL — *Web Designer & Developer*

2018 - 2019

- Designed responsive layouts for multiple devices
- Customer support of existing websites including but not limited to troubleshooting, updating, and addition of new features.