Bryan Hoffman

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

PROFESSIONAL SUMMARY

Results-driven Web Designer & Developer with a proven track record in creating responsive websites, developing web applications, and executing successful email marketing campaigns.

EXPERIENCE

Bethune Consulting — *PHP Developer* (2024 - Present)

- Resolved bugs within the codebase of a healthcare software company.

AVG Advanced Technologies — *Marketing and Graphics Engineer* (2023 - 2024)

- Supported the EZ5 Series launch by managing the website and e-commerce platform.
- Crafted compelling marketing visuals for emails, websites, and print materials.

Self-Employed — *Web Designer & Developer* (2022 - Present)

- Collaborated with clients to translate their vision into functional and aesthetically pleasing websites.

Halder Consulting Inc. — *Web Designer & Developer* (2022 - 2023)

- Successfully delivered client websites across diverse industries.
- Developed a PHP application to convert emails into tickets by interfacing with a REST API, enhancing project management efficiency.

Florence Corporation — *Marketing Tech Associate* (2019 - 2022)

- Played a pivotal role in launching new sites, introducing innovative features, and establishing a cohesive brand identity.
- Maintained and contributed to legacy PHP codebases (Laravel, CodeIgniter, Drupal)
- Developed landing pages and web forms seamlessly integrating them with CRMs to streamline lead generation.
- Developed an interactive ROI calculator, resulting in a significant increase in sales leads.

DuPage Credit Union — *Email Marketing Developer* (2019 - 2019)

- Created engaging marketing emails using HTML, CSS, and AMPScript.
- Automated campaigns using Automation Studio, optimizing for engagement.