

JACKIE RUBLY

Web Developer &
Designer

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WORK EXPERIENCE

Print NW
2022 – Present

Software Engineer/IT Help Desk

As a Software Developer at a leading eCommerce apparel and print company, I specialize in maintaining and enhancing digital storefronts, managing complex order processes, and ensuring efficient print production. My role is pivotal in integrating technology solutions that streamline operations, enhance customer experience, and maintain high-quality standards in print outputs.

Sound Sleep
Products
2022

Marketing Manager

As Marketing Manager for Sound Sleep Products, a leading mattress company, I spearheaded the marketing initiatives aimed at elevating brand presence and driving sales. My role involved managing and producing digital and print marketing materials, overseeing eCommerce design, and executing strategic promotional campaigns to enhance customer engagement and sales effectiveness.

Teeter
2021

Web Content Specialist & Developer

As a Web Developer at Teeter, a company renowned for its inversion tables and fitness equipment, I was an integral part of the marketing team focused on enhancing the online presence through the WordPress website powered by WooCommerce. My responsibilities included managing site content, building engaging web pages, and maintaining site plugins to ensure a seamless user experience and optimized site performance.

Diono, LLC
2018

Web Content Specialist & Developer

As a Web Developer at Diono, LLC, a leader in child safety with its acclaimed Radian car seat series, I played a key role within the marketing team. My responsibilities revolved around developing and maintaining eCommerce storefronts using WordPress with WooCommerce integration. Notably, I spearheaded the creation of WeMadeMe.com, a flagship site dedicated to baby carriers, where I designed web pages, crafted marketing campaign landing pages, managed analytics, and produced web graphics to support online sales strategies.

EDUCATION

Green River
Community College
2017-2020

Associates in Information Technology

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SKILLS

Web Development

HTML, XHTML, CSS,
JavaScript, PHP
CMS Management
(WordPress, Joomla)
Cross-browser
Compatibility
Critical Thinking
Communication Skills
Leadership

Digital Marketing & SEO

Search Engine Optimization (SEO)
Pay-Per-Click (PPC) Advertising
Web Traffic Growth Strategies
Digital Marketing Campaigns

Content Management

Content Writing & Editing
Content Management
Systems (CMS)
Content Audits &
Optimization
Alignment with Brand
Strategy

Troubleshooting & Problem-Solving

Website Functionality & Security
Troubleshooting
Technical Issue Resolution
Performance Monitoring & Optimization
Help Desk Experience (~ 2 years)

Project & Time Management

Project Management
Time Management &
Prioritization
Collaboration with
Stakeholders
Compliance with Web
Standards (WCAG, W3C)