

Nicholas Shotts

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SUMMARY

I bridge the gap between marketing and web development by connecting with my "users" and building engaging web experiences. I'm passionate about creating beautiful applications, trying out new salsa recipes, cars, and mountain biking.

EXPERIENCE

Senior Front End Developer

Scrapbook.com

April 2021 - Present, Gilbert, AZ

- Create high fidelity website and web component mock-ups in Figma.
- Develop server-side rendered front end using PHP, semantic HTML, JavaScript, jQuery, and CSS to be compatible with legacy systems.
- Develop experimental, modern front ends for internal intranet sites using Node.js, React, Charts.js, and more.
- Organize and perform User Experience (UX) and User Interface (UI) testing to improve website experience and effectiveness with a unique and challenging demographic.

Senior Front End Developer

Interwebbing

February 2016 - April 2021, Scottsdale, AZ

- Designed and developed our dealership website platform to outperform competing companies in page speed, conversion rate, and organic search performance.
- Built custom dealership websites off of our platform for clients that increased lead generation over competing companies by over 50% and organic traffic by over 100% in the first year.
- Reviewed client websites with clients and provided valuable insights as to how we could improve our platform and customer websites, both leading to very high customer loyalty and a better overall product.
- Continuously analyze competing products and weigh out the competitive advantages and disadvantages of our own product to ensure strategic placement.
- Designed and built JavaScript and AJAX car inventory applications that cut page load times from around 3 seconds to under 500 milliseconds - greatly improving page views per session and conversion rates.

Front End Developer & Content Manager

Interwebbing

February 2015 - February 2016, Scottsdale, AZ

- Converted mockups into high-quality, custom WordPress websites using a custom barebones theme that I developed for the company.
- Built Interwebbing a barebones WordPress theme to improve development time for each site, reduce code bloat, and save the company money on theme fees.
- Lead a small team of content writers to create high quality content for dealership websites that lead to increases in organic traffic of over 100% within the first year.

PROJECTS

Buerkle Honda (Custom Website Build)

- Personally designed and developed a custom WordPress website using PHP, HTML, CSS, JavaScript, and AJAX that significantly outperformed their previous website from a major dealership website provider.
- Within the first 6 months, my custom website increased organic web traffic by 32%, increased form submissions by 63%, and decreased bounce rate by 20%.

EDUCATION

Bachelor of Science in Business Administration

University of Arizona • Tucson, AZ • 2014

SKILLS

HTML, CSS, JavaScript, jQuery, React, Next.js, WordPress, PHP, Node.js, Express, APIs, Git, Sketch App, Responsive Web Design, UX, UI, Search Engine Optimization (SEO), Local SEO, Google Analytics, Google Tag Manager