Kevin Horton

Front-End Developer

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Relevant Experience

Front End Developer
Freelance // February 2022 - Present

- Create webpage layouts with HTML5, CSS3, and JavaScript while consulting design specifications
- Take wireframes and turn them into functional, visually appealing websites that prioritize accessibility
- Optimize web pages for speed on mobile devices and cross-browser compatibility
- Solve technical issues that arise to ensure webpages appear accurately across all browsers

HTML Email Developer
Freelance // December 2021 - Present

- Familiarity with different email marketing tools such as MailChimp, Campaign Monitor, and ConvertKit
- Experienced in creating responsive emails for a variety of clients and industries using HTML, CSS, MJML, and JavaScript
- Skilled in A/B testing strategies to increase open rates and click-through rates
- Proven track record of successful email campaigns resulting in improved ROI

Front End WordPress Developer
Truth and Life Worship Center // Jan 2016 - Feb 2018

- Developed responsive websites using HTML, CSS, and JavaScript to enhance user experience
- Increased new visitor traffic by over 50%, resulting in more in-person visitors to the church
- Leveraged popular plugins such as WooCommerce, Yoast SEO, WPForms, and Jetpack to optimize website performance
- Collaborated effectively with designers, developers, project managers, and clients to deliver successful projects on time and within budget

Education

Bachelor of Science (Information Technology)
North Carolina A&T State University

Associate of Arts
Guilford Technical Community College

Skills

Programming & Markup Languages
JavaScript (ES6), HTML5, CSS3, SASS

Tools & Platforms
Git, Netlify, WordPress, Asana

Design
Figma, Adobe Photoshop

Interests

Producing music, writing, playing basketball, reading, the outdoors

Projects

↗ Borcelle Fashion Label Transactional Email

An elegant email built with HTML and CSS for letting customers know about their recent purchases.

↗ Forza Sneakers Collection Promo Email

A visually appealing promotional email with a gif persuading users to shop the latest options from the Sneakers Collection.

↗ Custom Portfolio Website

My personal portfolio website housing the above projects (and more), crafted with HTML5, SASS, and JS.