

STEVE SCHOO

PROFESSIONAL SUMMARY

Resourceful, focused, Web Developer with proven experience and expertise in web development and production specializing in creating and developing Web Content, Web Portals, HTML Email, Landing Pages and Microsites from requests spanning the enterprise that adhere to corporate brand and visual identity. Design and update of websites, email and online applications using various programming languages and design tools. Possesses comprehensive knowledge and skills creating web page layout, writing code, editing website content, and adjusting based on client feedback. Accomplished measurable results utilizing web development experience, content management knowledge, multimedia programming, time management, and creativity. Manages website development independently and collaboratively, proactively solving problems and addressing issues. Leads by example and always exceeds expectations.

- Enterprise-level WordPress and Drupal CMS
- Publish, update and maintain content and content calendars
- Technical and Content writing for chat prompts including Generative AI
- HTML Email campaign design and testing in Marketo and Litmus
- Google Analytics, Google Tag Manager, Google Optimize, Google Webmaster Tools, Google Search Console
- Manage SEO with SiteImprove, SEMRush, MOZ, Pathauto and other Drupal and WordPress modules
- Advanced CSS/SCSS, HTML and JavaScript
- Manage and deliver multiple projects concurrently and on-time
- Effectively coordinate multiple responsibilities simultaneously and re-prioritize as needed
- Highly effective as an individual contributor or team leader
- Analytical troubleshooter, solution-oriented problem solver
- Verbal and communicative with strong Interpersonal skills

SKILLS

WordPress Admin, WordPress Website Development, WordPress Developer, Drupal, Drupal Website Development, Drupal Developer, Drupal Administration, Front End Development, Web Development, Website Management, HTML, SCSS/SASS/LESS, JavaScript, DOM, Content Management System Development, WordPress, JQuery, pHp, MySQL, Git, Workflow Development, Adobe XD & Suite, Figma, Web Production Management, Website Migration, Data Analysis, Bootstrap, JavaScript Libraries, Front End Frameworks, Node, Mongo, Headless, CMS Admin, Architecture, Design, Google Analytics, Google Tag Manager, SEO/SEM, React, GraphQL, REST API, Technical Writing, QA and UAT, A/B Testing, Salesforce, WorkFront, Asana, HTML Email Development and Testing, Marketo, Litmus

PROFESSIONAL EXPERIENCE

FREELANCE WEB DEVELOPER— *Remote* January 2024 – Present

- Building a React/GraphQL/Rest app that scrapes and consolidates display of Etsy storefront listings and all customer facing commerce outlets on one site (Headless WordPress)
- Building a React/GraphQL/Rest app that automates community radio audio stream capture and publishing on mixcloud

OPTIV SECURITY — *Denver, CO (Remote)* August 2022 – January 2024

In this role I built and deployed websites, worked with internal teams to manage the integration and onboarding of enterprise software systems for the Marketing Department, administered and managed all aspects of a Confluence Knowledge Base with 50+ microsites and large user base (administration and user management to site/content creation and management).

DRUPAL DEVELOPER

- Write and maintain code, documentation and implemented best practices for corporate Drupal instance (Drupal 9&10, HTML, SCSS, JavaScript, PHP, MySQL, Git) for corporate website
- Managed and deployed marketing tags in Google Tag Manager
- Tracked and reported on website traffic and mobile app traffic in Google Analytics
- Created and submitted site maps in Google Search Console
- Published new and updated company wide website content requests
- Managed website publishing calendar
- Designed and tested HTML email campaigns in Marketo and Litmus

- Managed SEO with SiteImprove, Pathauto and other Drupal modules
- Built standalone WordPress sites for Optiv special projects (www.idsalliance.org, annual kickoff website)
- Administered, managed and Drupal 10 platform integrating with other internal and services
- Built and implemented UI features working with Design team
- Developed and Maintained intranet portals, forms, structures
- Primary contact for all aspects of public website, assisted co-workers with use of websites
- Ensured compliance with company policies, procedures, and ethical standards; software licenses; and applicable state and federal laws and regulations including data security, privacy, and intellectual property laws
- Created and maintained development workflows
- Collaborated cross-functionally across departments from creative and product marketing to demand-gen and legal to execute a wide variety of web projects.
- Worked independently and collaboratively to deliver on project timelines proactively addressing issues and problems as they arise to ensure project success
- Content production and web marketing support (analytics, SEO, Marketo, and landing pages)
- Built and administered SharePoint sites

LACEWORK — *San Jose, CA (Remote)*

October 2020 – June 2022

SENIOR WEB DEVELOPER - WORDPRESS

- Lead development of major revision to corporate website, developing new code and maintaining existing component libraries (WordPress, HTML, CSS, Javascript, SCSS, Git, MySQL).
- Managed and deployed marketing tags in Google Tag Manager
- Tracked and reported on website traffic and mobile app traffic in Google Analytics
- Created and submitted site maps in Google Search Console
- Published new and updated company wide website content requests
- Managed SEO with Yoast and other WordPress modules
- Managed website publishing calendar
- Designed and tested HTML email campaigns in Marketo and Litmus
- Created and maintained development workflows and planning, providing visibility to stakeholders ensuring design, layout, and content adhered to company brand and visual identity standards
- Collaborated cross-functionally across departments from creative and product marketing to demand-gen and legal to execute a wide variety of web projects.
- Worked independently and collaboratively to deliver on project timelines proactively addressing issues and problems as they arose to ensure project success
- Content production and web marketing support (analytics, SEO, Marketo, and landing pages)

TWILIO — *San Francisco, CA (REMOTE)*

October 2020 – December 2020

WEB DEVELOPER (CONTRACT)

- Designed, architected, and implemented a Confluence Team Space for the Twilio Legal Department
- Created and maintained development workflows and planning, providing visibility to stakeholders ensuring design, layout, and content adhered to company brand and visual identity standards
- Worked independently and proactively while collaborating with stakeholders across the legal department to deliver on project timelines ensuring project success

ZENBUSINESS — *Austin, TX (REMOTE)*

October 2020 – December 2020

WORDPRESS DEVELOPER (CONTRACT)

- Wrote and edited code, advised on best practices, documented processes, performed troubleshooting and maintenance on a project for a large-scale WordPress site (WordPress, HTML, CSS, JavaScript, Theme Development, Gutenberg)

OPTIV INC., – *Denver, CO*

December 2014 – April 2020

MARKETING SYSTEMS DEVELOPER

- Built and deployed websites (WordPress, Drupal, HTML, SCSS) adhering to company brand and visual identity standards
- Built and maintained large technical content portal spanning more 50 departmental content spaces in Confluence CMS
- Managed and deployed marketing tags in Google Tag Manager
- Tracked and reported on website traffic and mobile app traffic in Google Analytics
- Created and submitted site maps in Google Search Console
- Published new and updated company wide website content requests
- Managed website publishing calendar
- Worked independently and proactively while collaborating with internal teams to manage the integration and onboarding of enterprise software systems
- Designed and tested HTML email campaigns in Marketo and Litmus
- Wrote and maintained code, documentation and implemented best practices (Drupal, HTML, CSS, Javascript, PHP)
- Worked with outside agencies to create and implement externally facing corporate website
- Designed and developed Confluence and SharePoint sites and created sales enablement apps for iPad and web using Ceros and ShowPad and migrated large scale enterprise website from Wordpress to Drupal.
- Built and managed microsites for internal business units and managed large-scale Confluence installation
- Content production and web marketing support (analytics, SEO, Marketo, and landing pages)

HEWLETT PACKARD – *Boulder, CO*

July 2014 – November 2014

WEB PORTAL DEVELOPER (CONTRACT)

- Developed site architecture for internally facing Partner Portal using Liferay, Photoshop, Visio, HTML5/CSS/Javascript adhering to company brand and visual identity standards.
- Created technical documentation and workflows
- Managed and deployed marketing tags in Google Tag Manager
- Tracked and reported on website traffic and mobile app traffic in Google Analytics
- Created and submitted site maps in Google Search Console

SOLAR COMMUNITY CORPS – *Boulder, CO*

January 2014 – July 2014

FRONT END WEB DEVELOPER (CONTRACT)

- Designed and maintained WordPress site
- HTML 5/CSS/jQuery/Javascript/Adobe CS/PHP/MySQL
- Installed, configured, tested, and managed WordPress plug-ins
- Photoshop Mockups to Wireframe
- WordPress Template Development
- Content Management System Development
- Managed and deployed marketing tags in Google Tag Manager
- Tracked and reported on website traffic and mobile app traffic in Google Analytics
- Created and submitted site maps in Google Search Console
- Published new and updated company wide website content requests
- Managed website publishing calendar

INDEPENDENT POWER SYSTEMS – *Boulder, CO*

July 2007 – January 2014

WEB MARKETING DIRECTOR

- Built and administered Drupal Website (Drupal 6 and 7)
- Designed and tested HTML email campaigns in Mailchimp
- Reporting in Google Analytics
- Managed all internet and marketing (digital and physical) efforts (campaigns, events, Google Analytics, Email Marketing, SEO/SEM, Salesforce, Dashboards and Reporting, Demand Generation)
- Managed and deployed marketing tags in Google Tag Manager
- Managed SEO with SiteImprove, Pathauto and other Drupal modules
- Tracked and reported on website traffic and mobile app traffic in Google Analytics
- Created and submitted site maps in Google Search Console

- Published new and updated company wide website content requests
- Managed website publishing calendar
- Designed, maintained and administered WordPress and Drupal websites
- HTML 5/CSS/jQuery/Javascript/Adobe CS/PHP/MySQL
- Installed, configured, tested, and managed plug-ins
- Photoshop Mockups to Wireframe

PROFESSIONAL SITES

Front and back-end development, UI feature development, site administration and maintenance including plug-ins/modules, site updates, day-to-day operation including content production and web marketing support (analytics, SEO, Marketo, and landing pages)

<https://www.lacework.com>

<https://www.zenbusiness.com>

<https://optiv.com>

EDUCATION - BA History – METROPOLITAN STATE COLLEGE, DENVER