MIKE BUCHSBAUM

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Portfolio Website: https://www.mikebuchsbaum.com

EDUCATION

WEST VIRGINIA UNIVERSITY

12/14   Bachelor of Fine Arts with emphasis in Graphic Design

EXPERIENCE

CREATIVELAB - SOLERA AUTOPOINT

03/19 - 04/20   HTML5 Front-End Designer/Developer

Job Responsibilities

- Support the online advertising, social media and webpage products, in addition to new digital innovations
- Work with creative teams to develop digital product deliverables for multiple clients
- Support company product initiatives and leverage your understanding of digital best practices (online advertising, social media, webpage development, web analytics)
- Use HTML, CSS and other technologies to make creative designs come to life (animations through technology)
- Monitor industry trends and relevant competitor insights
- Manage additional web-related projects as assigned

11/15 - 02/19   **MARKETING - JACKSONVILLE UNIVERSITY**

Web Designer/Developer, Lead Web Trainer

Job Responsibilities

- Design, build, and maintain satellite websites with specific focus on marketing
- Design, develop, and maintain web pages:
  - For administrative offices, staff offices and departments.
  - In support of the Office of Admissions to for use as effective marketing tools.
  - Landing pages and microsites for marketing campaigns.
  - Digital marketing properties like Wave Magazine Online in Wordpress.
  - A SASS Pattern Library for streamlined creation of web pages and microsites.

JACKSONVILLE UNIVERSITY *(continued)*

- Support departments and offices by assisting their web representatives with web page creation and maintenance.
- Design and develop HTML emails for enrollment marketing and departmental communications.
- Monitor all web pages hosted on JU servers for style consistency, incorrectness, broken links, or policy infractions.
- Ensure that JU websites make appropriate use of current technologies and can leverage or respond to technology changes.
- Manage and maintain the analytics systems to monitor traffic and engagement across all web properties.
- Monitor all web pages hosted on JU servers for consistency, incorrectness, broken links, or policy infractions.

1/15 - 11/15 **UNIVERSITY RELATIONS / IT SERVICES - WVU**
Web Designer/Developer

Job Responsibilities

- Design, build, and maintain websites using authoring or scripting languages, content creation tools, management tools, and digital media.
- Design and develop websites, from concept to completion and release to the end user, providing ongoing maintenance and customer support.
- Write, design, or edit web page content.
  Identify problems uncovered by testing or customer feedback and correct problems.

SKILLS

DESIGN & DEVELOPMENT
Semantic Markup
Cross Browser Compatibility
Responsive Web Design
HTML5
CSS3
SASS
Wordpress
Bootstrap
Neat/Bourbon
Git/Github
SEO

CleanSlate CMS
OU Campus CMS
Sharepoint
Sublime Text
WAI-ARIA
W3 Standards
JQuery
Concrete5 CMS
AMP
Google Analytics
Basecamp

GRAPHICS & PRINT
Photography
InDesign
Illustrator
Photoshop
Creative Writing
Google Docs
Microsoft Office
OpenOffice