

# Bradley M. Maravalli

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## CAREER OBJECTIVE

Experienced, self-initiating CMS and Front-End Developer with strong SEO and SEM skills – seeking to work in a vibrant team environment at a digital agency or similar environment while utilizing my knowledge, proficiency, skills and desire to learn in order contribute to the success of the company. Please see some portfolio examples at [bradleymaravalli.com](http://bradleymaravalli.com) and [refreshstudio.com](http://refreshstudio.com).

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## EDUCATION

**Bachelor of Science, Computer Science / Object-Oriented Methods**, Salem State University, December 2015 - Dean's List Recipient

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## SKILLS / SOFTWARE

- **Primary Languages:** Bootstrap, CSS, Git, HTML, JavaScript, jQuery, MariaDB, MySQL, PHP, SQL, WordPress PHP
- **Secondary Languages:** AngularJS, C#, Drupal, Java, JSON, LESS, MeteorJS, MongoDB, ReactJS, SASS, SCSS, Shopify Liquid, Shell Script, Terminal, and XML
- **Design, Video, and Audio Production:** Adobe AfterEffects, Illustrator, Photoshop, Premiere, XD; Affinity Designer, Photo; Apple Compressor, Final Cut Pro, GarageBand, iMovie, Logic Pro, Motion; Avid Media Composer; and Bohemian Coding Sketch 3
- **Certifications:** Google Analytics for Beginners, Advanced Google Analytics, Google Analytics for Power Users, Getting Started With Google Analytics 360, Introduction to Data Studio, and Google Tag Manager Fundamentals
- **Web Tools:** ActiveCollab, Google Analytics, Data Studio, Docs, Sheets, Tag Manager; Moz, Podio, and SEMrush

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## WORK EXPERIENCE

*GraVoc - Peabody, MA*

*10/2019 – Present*

### Web Developer

- Worked in the Creative department which focused on building and maintaining websites
- Primarily utilized WordPress, HTML, CSS, PHP, jQuery, and Advanced Custom Fields (ACF) in addition to Custom Post Type UI, JavaScript, MariaDB, and SASS/SCSS
- Utilized and extended plugins during custom development – AffiliateWP, GiveWP, Gravity Forms, WooCommerce, and WooCommerce Subscriptions.
- Hands-on management of WordPress websites with the occasionally Wix or Shopify website
- Utilized BitBucket as a Git repository in a team environment
- Created a SASS/SCSS process for WordPress development
- Created Divi modules/plugins utilizing Divi extension
- Assisted in the migration of managed websites being on WP Engine
- Serving as a go-to resource for web development calls and web trainings for peers, clients, and non-technical staff members
- Tracked tickets, tasks, and timesheets within Trello and in-house applications
- Implemented large overhauls to the websites of [Colorblends](#) and [AntiGravity Fitness](#)
- Created raffle ticket websites utilizing in-house code in conjunction with WooCommerce
- Created virtual event websites utilizing in-house code in conjunction with WooCommerce and GiveWP
- Assisted in Google Analytics, Google Search Console, and SEO tracking
- Assisted in the best practices of SEO and ADA compliance
- Tracked tickets, tasks, and time via GraVoc's online application called IRIS

*Refresh Studio - Seabrook, NH*

*06/2019 – Present*

### Owner / Senior Web Developer

- Created and registered my own digital ad agency, [Refresh Studio LLC](#)
- Primarily build and maintain WordPress websites utilizing HTML, CSS, PHP, jQuery, and Advanced Custom Fields (ACF) in addition to Custom Post Type UI, JavaScript, MariaDB, and SASS/SCSS
- Web hosting on two environments – one with LiteSpeed and CPanel, the other with Vultr VPS and Plesk
- Manage projects and communication with clients
- Manage assistant regarding website edits and requests
- Collaborated with [Fabrika Studio](#) in implementing web designs

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- Utilize a custom Divi Child theme as a boilerplate
- Create custom plugins for clients, including for WooCommerce
- Build E-Commerce websites using WooCommerce
- Implement electronic payments on websites by using Stripe and PayPal
- Utilize Adobe Photoshop and Adobe Illustrator in order to create, edit, and enhance logos, icons, photos, web designs, etc.
- Serving as the go-to resource for the non-technical staff of [Town Common Media](#)
- Source for bookkeeping and invoicing
- Training clients and assistant web designers in utilizing WordPress

*Imarc - Amesbury, MA*

*06/2019 – 08/2019*

### **Production Coordinator (Contract)**

- Contracted to work on a dedicated team for the [Atlantic Broadband](#) project (atlanticbb.com)
- Lead organizer in restructuring the Google Analytics and establishing SEO fundamentals for the team to follow
- Hands-on management of the Atlantic Broadband website utilizing Drupal, HTML, CSS, SASS/SCSS, JavaScript, and PHP
- Utilized Git in a team environment for our local development, staging server, and production server
- Added event tracking to buttons, links, and forms
- Created dashboards in Google Analytics
- Created analytic reports utilizing Google Data Studio
- Reorganized tags, triggers, variables, and folders in Google Tag Manager
- Created Drupal forms that synced with Salesforce
- Utilized Adobe XD to create visual sitemaps
- Training project managers about analytics and SEO
- Established documents and checklists for creating SEO-friendly pages
- Created SEO reports via Moz and SEMrush
- Resolved Internet Explorer 11 (IE11) bugs utilizing BrowserStack, a cross-browser testing tool
- Served as a go-to resource for non-technical project managers on web functionality
- Deployed new code every Tuesday night with the Imarc team
- Documented the project and created instructional guides
- Tracked tickets, tasks, and time via ActiveCollab

*Sperling Interactive - Salem, MA*

*10/2018 – 05/2019*

### **Front End Developer**

- Self-reliant on web development projects to ensure a successful completion
- Hands-on management of websites utilizing WordPress, HTML, CSS, PHP, and Advanced Custom Fields (ACF) in addition to Bulma, Custom Post Type UI, JavaScript, jQuery, MariaDB, MySQL, and SASS/SCSS
- Build custom websites from the ground up using a designer's comp and an HTML5 Blank WordPress theme as a boilerplate
- Build E-Commerce websites using WooCommerce
- Create forms using Formidable Forms and Formidable Forms w/ Payment Options
- Utilized Adobe Photoshop and Adobe Illustrator in order to create, edit, and enhance logos, icons, photos, web designs, etc.
- Use of BrowserStack, a cross-browser testing tool, when building, beta testing, and debugging websites
- Served as a go-to resource for non-technical staff on web functionality
- Completed beta and launch checklists
- Training clients in-person both in-house and on-site
- Documented projects and created instructional guides
- Tracked tickets, tasks, and time via Podio

*GreenBananaSEO - Beverly, MA*

*09/2016 – 10/2018*

### **Senior Web Project Manager (03/2018 – 10/2018)**

- Oversee all web development projects to ensure successful completion along with providing guidance and support as needed
- Hands-on management of websites utilizing WordPress, HTML, CSS, and PHP, in addition to Bootstrap, JavaScript, jQuery,

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MariaDB, MySQL, SASS/SCSS, and Shopify

- Serve as a go-to resource for junior staff on web functionality, graphical assessments, and internal processes
- Train and supervise summer interns for their role in web development and graphic designs
- All job details from the previous role still apply

### Junior Web Project Manager (09/2016 – 03/2018)

- Developed and updated websites by primarily utilizing WordPress, HTML, CSS, and PHP
- Utilized JavaScript, jQuery, MySQL, SASS/SCSS, along with Advanced Custom Fields (ACF), Custom Post Type UI, Shopify Liquid, and WordPress PHP for building out custom edit screens, field data, and page templates
- Utilized Adobe Photoshop in order to create, edit, and enhance logos, icons, buttons, flyers, popups, photos, etc.
- Build E-Commerce websites using Shopify and WooCommerce
- Use of BrowserStack, a cross-browser testing tool, when building and debugging websites
- Collaborated with [Fabrika Studio](#) in implementing web designs for the [GreenBananaSEO](#) site along with other sites
- Managed client calls and messages for the development and updates of websites
- Documented projects and created instructional guides
- Implemented SEO campaigns onto websites through proper keywords, meta tags, HTML tags, embed code, schema, etc.

*PetEdge - Beverly, MA*

*05/2016 – 09/2016*

### Web Developer / Junior Data Analyst (Contract)

- Developed contributions (e.g. Sidebar, Landing Pages) to the website utilizing AngularJS, Bootstrap, JavaScript, and jQuery
- Created Extraction, Transformation, and Loading (ETL) scripts using Pentaho Data Integration (PDI)
- Analyzed spreadsheets and wrote Excel VBA Macros (Visual Basic for Applications)
- Built web browser automation scripts using Selenium IDE
- Active and engaging contributor in meetings to help facilitate constructive conversations

*Inversion Design - Rowley, MA*

*02/2009 – 05/2016*

### Entry WordPress Developer (09/2015 – 05/2016)

- Developed websites utilizing HTML, CSS, and WordPress
- Learned WordPress independently and created my first website in order to be hired
- Managed client calls and messages for the development of websites
- Used Google Analytics and other SEO tools for several clients

### Inversion Design Intern (2009 – 2011)

- Edited online videos for PBS's *Rough Cut with Tommy Mac* using the Adobe Creative Suite and Macromedia Suite

*Town of Rowley & Massachusetts EPA - Rowley, MA*

*08/2008 – 10/2018*

### Harbormaster's Assistant / Coastal Water Quality Program Boat Operator

- Harbormaster's Assistant regarding equipment and facilities management
- Captained 21' boat with wastewater removal apparatus
- Management of No Discharge Zones according to EPA standards
- Interfaced with clients to organize wastewater removal

*PortMedia Community Media Center - Newburyport, MA*

*06/2010 – 01/2011*

### Multimedia Assistant and Production Manager (2010 – 2011)

- Instructed members in the use of Final Cut editing software, the production studio, and video equipment
- Directed, filmed, and televised meetings of the City Council and School Committee

### PortMedia Intern (2010)

- Utilized the production studio and NewTek TriCaster remote gear to broadcast content
- Assisted the production of televised High School football games

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### OTHER SKILLS

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- **Member** of Triton Technology Team, FIRST and VEX Robotics
- **Hardware:** Cameras (e.g. Film, Photo, Video), Compressors, Lighting, NewTek TriCaster, Operating Systems (e.g. Mac OS, MS-DOS, Unix, Ubuntu, Windows), Sound Mixers, and Soundboards
- **Musical:** Piano, Guitar, Drums, Bass, Ukulele, and Vocals