

# Robert Allen Baker

Front End Web Developer

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## EXPERIENCE

### **Kaleidico Digital Marketing, Flat Rock, MI — *Front End Web Developer***

SEPTEMBER 2014 - MARCH 1, 2018

- Worked closely with project managers, graphic designers and clients to convert Photoshop, Illustrator and Sketch Documents into perfectly responsive Wordpress Templates using HTML/SCSS/JS.
- Provided customer support to clients when various issues arose.
- Utilized Version Control (Git and Gitlab) to work directly with other developers.
- Specialized in Foundation and Bootstrap CSS Frameworks as needed.
- Developed Wordpress Templates from PSD/AI/Sketch to provide content creators with an easy blogging and content management platform.
- Integrated Gravity Forms Wordpress Plugin to MailChimp and HubSpot for Marketing Connectivity.
- Created Lead Pages from Designs and Wireframes, while pulling in content from Pre-Written Documents and Non-Wordpress Sites into the Wordpress Platform.
- Worked with Shopify and Bigcommerce Templates using HTML/CSS/JS.
- Ran SEMRush and BrowserStack to ensure site SEO standards and cross-browser compatibility.
- Edited Audio and Video for various Podcasts and Promotional Videos.
- Maintained web server (WP Engine) to ensure all sites were up to date with the latest plugins and Wordpress core updates.

### **Self Employed Freelancer, Woodhaven, MI — *Front-End Web Developer***

SEPTEMBER 1996 - PRESENT

- Worked closely with graphic designers to convert PSD/AI and InDesign to create Wordpress and non-Wordpress Web Sites.
- Specialized in Foundation and Bootstrap CSS Frameworks as needed.

## SKILLS

HTML5  
CSS  
SASS (SCSS)  
JAVASCRIPT/JQUERY  
BOOTSTRAP 3 & 4  
FOUNDATION 5 & 6  
SHOPIFY  
BIGCOMMERCE

## WORDPRESS TEMPLATE SPECIALIZATION

ADVANCED CUSTOM FIELDS  
VISUAL COMPOSER  
SITE ORIGIN PAGE BUILDER  
YOAST SEO  
GRAVITY FORMS  
NINJA FORMS  
SUCURI  
WOOCOMMERCE

## EDUCATION

### **Specs Howard School of Broadcast Arts, Southfield, MI — *Radio Diploma***

2003 - 2006

Trained in radio broadcasting, audio editing and broadcast writing.

Won Informative News Anchor award by class peers.

### **Oscar A. Carlson High School, Gibraltar, MI — *High School Diploma***

1991 - 1995

Participated in Concert, Symphonic, Jazz and Marching Band.

## HOBBIES

Writing, recording and producing music.

An avid college and professional football fan.

Playing music at church.