

JOSHUA COGGINS

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ENGINEERING MANAGER | WEB MANAGER | FULL STACK WEB DEVELOPER

PROFESSIONAL SUMMARY

Highly skilled web development strategist skilled in the latest innovative web technologies and industry trends. Strong proficiency in enterprise level content management systems such as Sitecore, Drupal, WordPress, and SharePoint. Over 15 years' proven expertise managing and leading successful teams. Effectively collaborates with key leaders and stakeholders organization-wide. Established leadership skills and consensus-building abilities. Collaborates cross-functionally to execute web development strategies in support of achieving organizational goals. Develops and sustains successful business relationships, ensuring customer-centric outcomes. Demonstrated project management skills, delivering dependable, superior results within budgetary and specified time requirements. Knowledgeable in information architecture, SEO, usability, accessibility, web analytics, and user testing. Exceedingly analytical with robust research skills. Highly organized with proven ability to multi-task and manage simultaneous projects. Strong interpersonal, presentation, written and verbal communication skills.

SKILLS & QUALIFICATIONS

- Web Marketing Management
- Web IT Infrastructure & Management
- Web Development, & Implementation
- Online Customer Experience Management
- Web Communication Strategy Development
- Current & Emerging Web Technologies
- Team Management & Leadership
- Web Strategy and Development
- Metrics/Data Analysis & Customer Satisfaction
- Web Content Development
- Web Traffic Analysis & Monitoring
- Project Management & Strategy Development
- Website Analysis
- Trends Analysis & Needs Analysis
- Online Marketing Strategies
- Search Engine Optimization (SEO)
- Information Technology Strategies
- Team Coaching & Mentoring
- Cohesive Team Development
- Training & Development
- Web Consultations
- Human Resource Support
- Conflict & Issue Resolution
- Staff Productivity & Efficiency
- Project Implementation
- Website Maintenance
- Process Improvements
- Vendor Relationships
- Contract Negotiation
- Reporting & Presentations

PROFESSIONAL EXPERIENCE

Hagerty, Ann Arbor, MI / Traverse City, MI

2017 – Present

WEB UX DEVELOPER

- Executes front-end web design and development for Hagerty, utilizing user experience best practices.
- Charged with responsibilities for template design, web design management, and content development strategies including information architecture and user profiles
- Performs search engine optimization (SEO), web design, web programming, web accessibility, digital strategy, and web analytics with Sitecore, Wordpress and HTML platforms
- Partners on web-based projects, working on both design and code aspects of dynamic web applications
- Leverages excellent web research skills and ability to learn and apply new software
- Mentors UX Interns and UX Developers in Ann Arbor Office.
- Serves as Onboarding Ambassador for Ann Arbor Office.

Michigan Medicine (University of Michigan Health System), Ann Arbor, MI

2014 – 2017

SENIOR WEB APPLICATIONS DEVELOPER

- Responsible for the “Find a Doctor” tool at UofMHealth.org from concept to completion utilizing Angular JS and SOLR as a headless Drupal module. Maintained budget, contractors and internal data to use with tool. Responsible for all aspects of the development lifecycle using Agile (Research, UX/UI, Development, QA, Release)
- Responsible for choosing and managing multiple external vendor contracts through RFP and presentations for SOLR developers, multi-million-dollar iPerceptions Voice of Customer relationship management tool, and external Drupal contractors
- Executes web design and development for the University of Michigan Health System and its’ client sites
- Charged with responsibilities for template design, web design management, and content development strategies including information architecture, wireframes, and user profiles
- Performs search engine optimization (SEO), web design, web programming, web accessibility, digital strategy, and web analytics with Drupal, Wordpress and HTML platforms
- Responsible for online video, social media utilization, and server administration
- Partners on web-based projects, working on both design and code aspects of dynamic web applications
- Leverages excellent web research skills and ability to learn and apply new software
- Leads as project manager, managing and completing projects within specified budgets and deadlines

Gerald R. Ford School of Public Policy, Ann Arbor, MI

2013 – 2014

WEB DESIGNER | ADMINISTRATOR SENIOR

- Led as web designer and assistant webmaster, managing students and prioritizing updates for various related websites
- Performed and oversaw web design and programming
- Managed online video, SEO, social media utilization, and server administration experience
- Developed and utilized accomplished web research skills and ability to learn and deploy new software
- Utilized effective communication skills to effectively track work status
- Partnered cross-functionally and worked independently on projects, meeting budgets and deadlines

Eastmans’ Publishing, Inc., Powell, WY

2007 – 2010

WEB DEVELOPER

- Served as senior web developer for international publishing company
- Assisted in building and growing website to becoming one of the most popular western big game hunting websites; increased revenues via Eastmans' online store by 45%
- Performed web design and development, template design & management, content development strategy, information architecture, wireframes, and user profiles
- Executed SEO, web accessibility, digital strategy, and web analytics
- Completed web design and programming, online video, social media, and server administration
- Managed and completed projects within specified budgets and deadlines

FREELANCE EXPERIENCE**Rocketly Digital / J3Art Solutions, Powell, WY & Ann Arbor, MI**

2004 – Present

SENIOR WEB DEVELOPER | CO-FOUNDER

- Co-founded and leads web design firm specializing in design and development of web solutions, focusing on strong use of modern coding standards, SEO, and aesthetic design
- Spearheads as user interface designer and web developer, designing beautiful and functional websites
- Writes clean, elegant and efficient code utilizing front end and back end

- Works with business owners and stakeholders to ensure company branding and coding standards are being met.

Projects:

- Eastmans' Blog <https://blog.eastmans.com>
- Eastmans' Forum <https://forum.eastmans.com>
- Sparrow Cancer Center <https://www.sparrowcancer.org>
- Sparrow Cares <https://www.sparrowcares.org>
- Agua Dulce Outfitters <https://www.aguadulceoutfitters.com>
- Rocketly Digital <https://www.rocketly.co/>
- Bluff House Resort & Marina <https://www.bluffhouse.com/>
- Solar Wordpress Theme <http://demo.j3art.com/solar>
- Idaho Big Game, Inc. <http://www.idahobiggame.com>

EDUCATION

- MS, Engineering Management – Eastern Michigan University, Ypsilanti, MI 2018
- BS, Web Development – Baker College Center for Graduate Studies, Flint, MI 2009
- AAS - Web Design, Baker College of Owosso, Owosso, MI 2006

TECHNICAL SKILLS

- Adobe Creative Suite
- Microsoft Office
- Social Media
- HTML5 / CSS3
- PHP / MySQL
- Javascript / Typescript
- Sitecore / Drupal / Wordpress
- Angular/React/Vue
- C# / .NET
- Google Analytics / Adobe Analytics
- Database Design
- Bootstrap / SASS
- Gulp / Webpack
- Node.js
- E-Commerce Platforms
- Git Version Control
- UNIX Shell Scripting
- SEO