

Will Walton
Chicago, IL
(312) 519-5109
waltonjrwillie@gmail.com

PROFESSIONAL SUMMARY

As a seasoned Web Developer and Web Designer, I bring a wealth of experience in front end development and design in creating robust, user-friendly online stores and websites. My expertise spans a range of technologies including Adobe Photoshop, Illustrator, Dreamweaver, Shopify, WordPress, HTML5, CSS, JavaScript, TypeScript, and front-end development with React.js.

PROFESSIONAL EXPERIENCE

Junior Front End Developer

02/2020- 12/2023

Greenwall Holdings
Chicago, IL (remote)

- Teamed on user-centric design strategy in translation of UX and business requirements into coded solutions.
- Performed user experience quality assurance testing to identify and remedy shortcomings.
- Utilized HTML, CSS, JavaScript to develop and maintain responsive and visually appealing website interfaces that provided an optimal user experience.
- Collaborated with clients to gather requirements, brand visions to provide design concepts.
- Implemented interactive user interfaces using React.js, ensuring efficient and reusable front-end systems that drove complex web applications.
- Ensured compatibility of applications across various browsers and devices, addressing any compatibility issues to maintain consistent functionality and appearance.
- Optimized the performance of web applications for maximum speed and scalability, including refining code and eliminating performance bottlenecks.
- Focused on enhancing the user experience through interactive and dynamic design elements, improving site engagement and user experience.
- Conducted thorough testing of user interfaces, identifying, and fixing bugs, and ensuring code stability and reliability.
- Continuously updated technical knowledge and skills by tracking emerging front-end technologies, applying new coding techniques and best practices.
- Collaborated with stakeholders to implement feedback into the front-end design, ensuring alignment with business goals and user needs.
- Utilized version control tools, Git, for source code management, and maintaining clear documentation for codebase and development processes.
- Created and integrated graphic elements, such as logos, icons, and images, using Adobe Photoshop and Adobe Illustrator.
- Developed prototypes and wireframes for web pages to visualize layout and design concepts.

Apparel Designer and Product Development Specialist

10/2018- 12/2023

Endless Edge

Chicago, IL (remote)

- Completed client's product designs in 2D and 3D mockups simultaneously.
- Converted project specifications into drawings and other materials that would be used to create the products.
- Traveled to manufacturing facilities to evaluate product creation and point out potential issues.
- Identified changes in project scope and modified job schedule accordingly.
- Negotiated with vendors and manufacturers on pricing, services, and scheduled shipping.
- Managed multiple projects effectively in demanding environment with tight deadlines.
- Documented each step-in product's design process for use in manuals.
- Analyzed user feedback and implemented changes to product design.
- Research and identified best-fit materials for new products.
- Developed business cases for proposed products and presented to project stakeholders.
- Studied emerging marketplace trends to determine demand for key product features.
- Reviewed product development budgets, expenditures, and research.
- Managed product lifecycles by monitoring product research, development and determine retirement dates.
- Created and executed strategies to drive development and success of products.
- Approved final photography and marketing materials for each product.
- Created product roadmaps to help guide product development processes and align with overall business goals.
- Directed concept design, feature definitions and production support.

Account Manager/Project Manager

05/2023- 11/2023

Bordeaux & Burgundy

London, UK (remote)

- Act as the primary point of contact for key accounts and their stakeholders, building strong and lasting relationships.
- Manage end-to-end campaign processes, meticulously analyzing briefs, leading creative brainstorming sessions, and making informed decisions on campaign approaches.
- Collaborate effectively with internal creative teams, ensuring cohesive and innovative solutions for clients.
- Handle multiple deadlines with finesse, maintaining impeccable organization and prioritization skills.
- Maintain open and transparent communication with both internal and external stakeholders, providing regular updates on account performance through meetings, reports, and active communication channels.
- Record and analyze account performance data, extracting valuable insights to share with the leadership team, supporting informed decision-making.
- Demonstrate an unwavering commitment to delivering exceptional services, always striving for 'best in class' marketing strategies and achieving outstanding results for clients.
- Proactively foster account growth by identifying opportunities and implementing strategies that maximize client satisfaction and project success.

- Take ownership of project management tools, effectively tracking and organizing progress, ensuring accuracy and efficiency in project execution.
- Serve as the in-house expert on client strategies, possessing a comprehensive understanding of overarching goals and campaign-specific objectives.
- Software Proficiency: Proficient in utilizing a variety of software tools, including Monday.com, Notion, Google Docs, Google Sheets, Google Slides, Figma, Jetform, and UTM.io, to enhance project management and communication processes.

Client Account Manager (Contract)

02/2023- 05/2023

Consort Partners PR Agency

San Francisco, CA (remote)

- Acted as a liaison for account leads and client's marketing team strategist ensuring all important topics, deadlines, and focus were discussed and recorded.
- Record all important topics, deadlines, and focus points discussed in client meetings.
- Managed 9 clients within 4 industries including, crypto, biotech, mental therapeutics, technology, and artificial intelligence, providing excellent customer service and achieving successful outcomes.
- Collected contact information and resources for reporters, news anchors, journalist, media editorials, other media personnel, and media outlets.
- Documented background briefs for clients on upcoming interviews with media personnel.
- Drafted and posted social media content for clients on Twitter and LinkedIn with the goal of 30-40% engagement increase.
- Reviewed blog post and news articles prior to release for grammatic imperfections.
- Uploaded news release articles to PR Newswire and being the point of contact for confirmation on said news releases.
- Updated client task and status on various projects using Google Sheets.
- Built media list for clients when targeting a specific region or demographic of audience.
- Stayed up to date with all news related to our clients and provided insight on outlets our clients could connect with.
- Tracked and compared metrics for media outlets and which media outlets would far best.

Operations Manager

04/2022- 10/2022

No Kapp Media Marketing Agency

Las Vegas, NV (remote)

- Coordinate and distribute daily task for Executives of all departments.
- Project lead for all company projects, organized through Monday.com.
- Keep up to date notes and status of projects and who is assigned to each individual project.
- Check daily task are completed by all content creators.
- Schedule post for 3 separate accounts every morning through Hootsuite.
- Compose post for Instagram accounts through Hootsuite.

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- Review and approve all content created by content creators before content is posted on various social media platforms.
- Organize and sit in all board meetings as the moderator.
- Create documentation for all processes and procedures for company.
- Record all finance expenses.
- Onboard new employees and contractors.
- Review all submitted job applications before passing applicant to CEO for review and interview.
- Conduct weekly meetings with executives to review the growth of the company and next steps to continue growth. Setting goals for the following week and following month.
- Grade the performance of the company's progression from the past week and how we can improve as a company.
- Monitor engagement and activity for Instagram and Twitter accounts.
- Ensure paid ads are posted in time slots per request.
- Measure the success of a paid ad and its engagement.
- Scheduled post to be posted at specific times using Hootsuite.

Social Media Account Manager (Contractor)

11/2021- 01/2023

Trillian Technologies

Washington, DC (remote)

- Coordinate social media strategy for company's LinkedIn page.
 - Research their target audience tendencies and their most active times.
 - Collect data from the client for more information on who they would like to target. Profession, region, age range, similarities, etc.
- Content creator for all content posted on the company and company owner's LinkedIn account.
- Social accounts engagement including liking, commenting, and sharing relevant post that align with the company.
- Schedule post times through Hootsuite's calendar planner.
- Conduct weekly and monthly meetings with company executives to review the growth of the pages and the metrics shown on LinkedIn's analytics page. Also discuss new strategic ideas for creative content.
- Create 30-to-45-day content calendars for LinkedIn post.
- Create content for newsletters through MailChimp for email marketing.

Database Administrator Engineer

11/2021- 03/2022

StorCom

Lombard, IL (remote)

- Managed day to day activities for Storcom's MSP Data Center Infrastructure.
- Monitored Backup, Data Protection systems for Disaster Recovery as a service for clients.
- Troubleshoot technology issues as they arose for MSP businesses and Storcom's clients.
- Response for repository health and available space for appointed number of clients of Storcom.
- Migrated clients' virtual machine and database environment from Dell Rapid Recovery to Veeam.
- Racked and configured Dell Servers at the Data Center; assigned ip addresses, configured RAID 6, configured iDrac, and configured ESXi.

- Assisted with disaster recovery testing over scheduled weekends.
- Maintain health for clients' Veeam environment and Cloud Connect.

Account Manager (Contractor)

09/2021- 02/2022

E.Y.E Lead Foundation

Chicago, IL (remote)

- Designed several graphic logos for the company's apparel.
 - Apparel includes hats, t-shirts, hooded sweatshirts, and crewneck sweatshirts.
- Designed and created garment mock-ups.
- Evaluate manufacturers to find which can meet clients need.
 - Garment capabilities.
 - Production time.
 - Order minimum and cost.
 - Turnaround time and shipping expense.
- Handle all communication on behalf of the client with manufacturers and garment suppliers.
- Garment evaluation for pricing, compare the cost of the garment including shipping and determine their price point.
- Connected Google Analytics 4 to their WordPress hosting site.
- Installed Google Tag Manager using JavaScript to their site to begin tag tracing.

Business & Apparel Account Manager (Contractor)

01/2019- 07/2022

AVANCE Vinyl & The Plug T-Shirt Shop Chicago, IL (remote)

- Coordinate a marketing strategy for contest on Facebook with current and potential customers within the demographic area around the shop's location.
- Captured photos for social media content to be created with.
- Coordinated photo shoots for store product and release of new apparel.
- Style all looks for photo shoots for selected apparel.
- Designed website layout to look like wholesale companies within the fashion industry.
- Conducted website maintenance while also escalating more complex request to Shopify experts.
- Provide apparel and garment design consolidation including:
 - Fabric grade types
 - Fabric weight
 - Fabric colors
- Designed and created the name for their specialized garments.
- Garment evaluation for pricing, compare the cost of the garment including shipping and determine their price point.
- Research and develop customer acquisition cost for reports to provide to the marketing team.
- Installed Google Tag Manager to their Shopify online store site using JavaScript.
- Connected and configured Google Analytics to track how customers were acquired, length of sessions, which pages were viewed the most by customers, etc.
- Converted client from Universal Analytics to recently implemented Google Analytics 4.
- Monitor engagement on Facebook with paid ads.

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Senior System Administrator
Youth Guidance
Chicago, IL

02/2018- 10/2019

- Design and configure hybrid cloud environment with Microsoft Azure.
 - Previous environment Microsoft Server 2012
 - Implemented Mobile Device Management in Azure for all company managed mobile devices.
- Created and configured new image for configuring and reconfiguring company laptops with Windows 10 deployment.
- Maintained and performed daily updated to department SharePoint pages, content, contacts, and filing sharing configurations.
- Oversaw all technology request and future technology needs for all departments within the company.
 - Conducted weekly meetings with Department leaders to get an understanding of technology considers and what software or service that could be meet their specific needs.
 - Reviewed and performed testing for new suggested software upon the request of Department Executives.
- Maintained company's website which was configured and hosted on WordPress using JavaScript.
- Point of contact for all technology vendors.
 - AT&T
 - Cisco
- Managed and configured Virtual Machine environment for remote users.
 - Managed all technology for 7 remote users in India.
 - Configured new service for users to print documents back to our home office in Chicago.
 - Managed secure FTP access for remote users.
- Responsible for maintaining all services are renewed and billing information up to date.
- Maintained network services.
- Tableau administrator for all company departments.
- Maintained incident management low for Log360 cloud security.
- Monitored user and entity behavior for all network endpoints.
- Configured firewall protocols for network.

System Administrator
GCA Services Group
Cleveland, Ohio

07/2015- 08/2017

- Customer Service
 - Corporate end users
 - Remote end users
- Troubleshoot incidents concerning Desktop applications or remote applications for end users.
- Reimaged and imaged Dell computers and laptops.
- Troubleshoot and configured all Ricoh network printers.

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- Configured iPhones and iPads employee profiles.
- Configured all new devices to company network.
- Performed maintenance weekly on firewall security.
- Oversaw all tickets for our network security incidents.
- Troubleshoot all company owned Apple products.
- Monitored all mobile device activity.
- Managed network drivers for end users.
- Handled day-to-day modifications in Exchange Management Console.
- Managed and deployed software inventory with Dell KACE.
- Configured and managed new hire profiles in Active Directory.
- Enabled and disabled network drive access for end users.

Service Desk Technician

08/2013- 07/2015

AmTrust Financial Services

Cleveland, Ohio

- Customer Service
- Troubleshoot incidents concerning Desktop applications or AmTrust Remote applications for end users.
- Manage overdue / unresolved technical incidents reported to IT for end users.
- Manage project of incident reduction.
 - Beginning: 3,500.
 - Ended: Less than 1,500.
- Manage overdue follow-up project.
- Support over 20 remote locations.
 - Providing up to Level 2 Service Desk support.
- Troubleshoot Windows 7 and 8 operating systems.
- Configure iPhone series 4-6
- Configure multiple VPNs on desktops for remote users.
- Assist with the Infrastructure monthly newsletter.
- Assist with document content verification on Service-Now Knowledge Base
- Implemented script performance for Service Now data pulling using JavaScript to get analytical numbers from users and which problems were being reported to the Service Desk more frequently.

Accounting Desktop Technician (Contract)

03/2012- 10/2012

Illinois Department of Employment Security

Chicago, IL

- Processed information and documents.
 - Employment records.
- Received and reviewed different tax applications.
- Provided tax advisement to employers regarding employee tax records / applications.
- Provided primary desktop troubleshooting.
- Installed software updates in the Accounting Department.

EDUCATION

Moraine Valley Community College

AS in Computer and Information Sciences and Support Services

GPA: 3.14

Palos Hills, IL

May 2010

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Garment Design
- Graphic Design
- Web Development
- HTML
- CSS
- JavaScript
- React.js
- Dreamweaver
- Adobe XD
- Figma
- VS Code
- Project Management