

COREY LAMP | WEBSITE DEVELOPMENT & GRAPHIC DESIGN

(615) 430-9645 | corey.lamp@gmail.com | coreylamp.com | Nashville, TN

| EDUCATION

Western Kentucky University | Bachelor of Fine Arts | Graduated in August 2008

| WORK EXPERIENCE

JUNE 2007 — APRIL 2008

WKU Office Of University Relations | Student Print Designer

- Design of Promotional & Collateral Materials for WKU University Relations

MAY 2005 — JANUARY 2006

Digital Design Advertising | Graphic Design & Pre-Press

- Promotional Print & Web Design for Bowling Green Clients

SEPTEMBER 2009 — MAY 2011

TN Coalition to End Domestic & Sexual Violence | Graphic/Web Design & Office System Admin

(615) 386-9406 | 2 International Plz # 425 Nashville, TN 37217

- Created Annual Reports, Program guides/handouts, Annual Conference booklets and mailings
- Provided Computer/Software support and training, Performed server updates and backups

MARCH 2012 — PRESENT

Horton Group Marketing Firm | Web Development, UI/Graphic Design, Marketing, PM, QA

(615) 292-8642 | 136 Rosa L. Parks Blvd Nashville, Tennessee 37203

Graphic Design

- Logo design (also logo recreation)
- Website mockups, CSS styleguides
- Business Cards, Brochures
- Billboards/Banners
- Short-run collateral materials (postcards, hand outs, tickets, etc)
- Blog Featured Images (Photoshop composites w/ headline text)
- Photo leveling and touch-up work
- Mobile advertising design
- Facebook ads, Facebook banners

Project Management | Graphic & Website projects

- Direct communication with clients: email, phone, in-person meetings
- Co-ordination with developers & designers
- Monitoring budgets & deadlines
- Co-ordinating with Account Manager as scope/needs changes

Web/Front-End Developer, Horton Interactive Department

WORDPRESS

Child theme customization

- Creating visual identity / styling to match existing branding
- Adding sidebar widgets to themes if necessary
- Customizing php templates to modify template features, functions, and layouts.
- Recommending and selecting additional plugins to meet project and client needs
- Simple javascript snippets to enhance user experience

Membership websites

- Gated/dripped content
- Multi-tier with upgrade/downgrade
- Mailing lists, reminder emails, user data export
- Custom eCommerce integration w/ role based pricing

eCommerce

Payment Gateways (Dashboards and Plugins)

- PayPal Standard, Pro, Express Checkout
- Stripe
- Authorize.net
- FirstData

Shipping

USPS, FedEx, UPS, ShipStation, Weight-based, and Table-rate

- Plugin configurations & testing
- Shipping account setup & management
- Table rate: creating specific rules for fee/discount requirements
- Client training

Product configuration/setup

- Entering dimension/weight vs. box dimensions/weight
- Verifying rates with official online estimators

Wholesale Customers/Users

- Custom user registration, client approve/deny system via email
- Product visibility/price based on role

Assisting in Webgility/Quickbooks integration

- Co-ordinating with the Webgility specialist, instructing client through process

Creating eBook DRM Solution for Online Publisher (EditionGuard, Adobe DRM)

- Finding eReader application, creating user guide, eBook management, QA

SQUARESPACE

Styling

- Matching branding of existing logo / assets
- Implementing wireframes, using custom code blocks when necessary

SEO Implementation Workarounds

- Using Indexes to encapsulate pages (hides page meta description from banners)
- Using Gallery Slideshows + jQuery to move Heading tags into banners

Developer Mode

- Experience adding custom navigation and open blocks to existing templates
- SFTP file management

Marketing | Wordpress, SquareSpace, and HubSpot

Creating landing & gated content pages in SquareSpace, Hubspot, and Wordpress

- *noindex* to block search engine indexing

Hubspot/WooBox social media hashtag user-engagement campaign

- Creating landing page, promo banner, and facebook ad designs mockups
- Setting the WooBox control dashboard to desired parameters

Implementing Hubspot features:

CTAs

- Matching buttons, hovers styling
- Creating 'invisible' buttons ovetop images and divs

Landing and Thank You page templates

- Matching branding of website
- Selecting imagery from stock and client provided assets
- Creating custom stylesheets for mobile responsiveness
- Setting custom facebook featured-image using Open Graph

Onsite SEO | Wordpress, SquareSpace

- Client keyword research & ranking
- Basic meta page description writing
- Page titles, headings, & metas
- Google Analytics & Google Search Console
 - registering website, IP filters, event logging, sitemap, submitting fetch and render

Quality Assurance | Wordpress, SquareSpace, and Hubspot

Visual / Styling consistency

- Browser Testing on most modern PC and Mac browsers
- Mobile testing on Android/iOS phones and tablets

Purchasing

- Testing checkout w/ all product types, coupons, discounts, etc
- Verifying transaction in payment gateway

Shipping

- Verifying shipping rates, fees, discounts, etc

Custom PHP/Javascript Development

- Testing functionality for bugs, providing recommendations for better UX

| SPECIAL CERTIFICATIONS

HUBSPOT

- COS Editor Certification
- Inbound Marketing Certification

| SOFTWARE EXPERIENCE

PHOTOSHOP

- Website mockup creation
- Image Compositing (cutouts, creating shadows, background replacement, etc)
- Photo Retouching (Leveling, color-balance, curves, etc)

ILLUSTRATOR

- Logo creation
- Digital illustrations / characters
- Creating additional collateral (business cards, brochures, standups, billboards)

INDESIGN

- Font, Cell, Table style management
- Master page setup/implementation
- Management of large publication projects, proposals, and research papers

SKETCH

- Website mockup creation
- SVG modification for web use

| DEVELOPMENT PLATFORMS

WORDPRESS

WooCommerce: eCommerce Platform
Onsite SEO: Page Titles, Heading, Meta description
Custom Styling: CSS to enhance templates
Webgility: eCommerce to Quickbooks integration

SQUARESPACE

Dev Mode: Custom Headers and elements
Onsite SEO: Page Titles, Heading, Meta description, Workarounds
Custom Styling: CSS to further enhance templates
Javascript: snippet implementation - floating hide/show footer, faq accordian, text carousel

HUBSPOT COS

Templates: Creating/styling new templates, modifying pre-made/existing assets, browser/mobile QA
Contacts: Customer database import, modification to fields, creating groups
Forms: Creating user forms using Contacts categories/tags

| PROJECT MANAGEMENT TOOLS

Task Management Software

Collab | Redmine | JIRA

Office Software

Skype | Google Hangouts | Slack | Google Apps

| INDEPENDANT PROJECTS

MARCH 2015 — NOVEMBER 2016

The Produce Place Natural Grocery | Website Design & Development

FEBRUARY 2015 — APRIL 2015

DreamScapes Landscaping & Irrigation | Logo & Business Card Design

APRIL 2013 — JANUARY 2014

Precision Energy Solutions | Brochure Design & Ongoing Brand Consultation

AUGUST 2011 — OCTOBER 2011

Toyota Prius v & Free Yr Radio | Trash barrel illustrations & design (in conjunction with ReachNash)

- Sketching, inking
- Print & stenciling
- Spraypaint application & effects

| NOTABLE PROJECTS

APRIL 2017

MafiAoZA'S Pizzeria | Restaurant Chain | SquareSpace | mafiazas.com

JUNE 2016

Nashville Parks Foundation | Non-Profit | SquareSpace | nashvilleparksfoundation.org

MARCH 2016

StealthBond | Industrial Metal Roof Installation | Wordpress, Hubspot | stealthbond.com

SEPTEMBER 2015

Silent Events | Silent Disco & Other Events | Website Design & Development | silentevents.com

| REFERENCES

Ned Horton | Owner | Horton Group

(615) 292-8642 | ned@hortongroup.com

Joy Lewis | Account Manager | Horton Group (5+ Years)

(615) 715-0323 | joy@hortongroup.com

Paige Allen | Operations Manager | Horton Group

(615) 512-1313 | paige@hortongroup.com

John Borrowman | Owner | Borrowman Baker, BV Staffing & Consulting

(615) 230-4979 | johnb@borrowmanbaker.com

Rev. Morris Tipton | Director of Operations | Sunday School Publishing Board

(615) 248-5780 | mtipton@sspbnbc.com

Christina Smith | President & Director | Nashville Parks Foundation

(615) 744-2746 | Christy.Smith@wellsfargoadvisors.com