

Carrie Parecki

WordPress Web Developer/Technical SEO Specialist

<https://carrieparecki.com/> • carrie@carrieparecki.com • 301-642-2334 • San Mateo, CA 94403

EXECUTIVE SUMMARY:

Greetings! I am an experienced web professional and creative developer adept at building responsive websites. My background is versatile in data management, procurement, risk management (Saas), contact center solutions, gaming, startups, non-profits, and more! I am proficient in WordPress, HubSpot, Photoshop, Illustrator, HTML, CSS, JavaScript, PHP, and cutting-edge web technologies. Seeking roles as a WordPress website developer and designer, aiming to contribute, collaborate, and excel in a dynamic environment.

TOOLS AND TECHNOLOGY:

Web: WordPress • HTML5 • CSS3 • HubSpot • MotionPoint • JavaScript • PHP

SEO: Google Analytics • Yoast • SEMRush • ZoomInfo

Adobe CC: Photoshop • Illustrator • After Effects • Acrobat

Production: Visual Studio Code • WPEngine • Git • FTP • Notepad++ • Smartsheet • Wrike • PC / Mac proficient

Email: HubSpot • HTML Email

WORK EXPERIENCE:

WordPress Developer at Special Olympics of Northern California, Pleasant Hill, CA, June 2024 - Present
Responsibilities for <https://sonc.org/>

- Lead website initiatives, focusing on new features, SEO, performance, and accessibility improvements.
- Partner with stakeholders to craft and execute impactful web strategies.
- Implement responsive design features to optimize user experience and engagement.
- Proactively discovered ways to enhance functionality and boost search rankings.
- Manage the transition to Gutenberg, maintain hosting, admin, plugins, and local, staging, and live sites.

WordPress Developer/Technical SEO Specialist at Pure Storage via Crawford Group Jan 2024 - Present
Responsibilities for <https://blog.purestorage.com/>

- Drive the global blog website initiatives focusing on performance, SEO, and accessibility.
- Identify and implement strategies to enhance functionality, improve rankings, and competitiveness.
- Create scalable, reusable blocks and trained team members for blog and pattern creation.
- Collaborate to address SEO challenges, resolve WordPress issues, and enhance security.
- Spearhead the transition from a custom-coded theme to leveraging WordPress Core and Gutenberg.
- Uphold Pure Storage's reputation as a digital innovator within the industry.

WordPress Website Designer and Developer at Intertru, Nov 2023 - May 2024
Responsibilities for <https://intertru.ai/>

- Rebuilt Intertru website using WordPress Full Site Editing and Gutenberg blocks.
- Developed a custom child theme to enhance website functionality and facilitate updates.
- Integrated fonts, videos, responsive layout, and optimal accessibility to elevate user engagement.

WordPress Web Developer at Ivalua, Redwood City, CA, July 2022 - September 2023
Responsibilities for <https://ivalua.com/>

- Built, maintained, and optimized features and functionality for Ivalua website in WordPress.
- Implemented designs and responsive user interfaces to ensure a consistent, on-brand experience.
- Maintained and updated WordPress custom theme while transitioning to Full Site Editing and blocks.

- Managed MotionPoint website translations in five languages (English, French, German, Spanish, Italian).
- Implemented on-page SEO best practices, optimizing visibility and search engine rankings.
- Ensured that the website adhered to ADA, WCAG, and GDPR compliance standards for accessibility.

WordPress Web and Digital Manager at Aravo, San Francisco, CA, February 2020 - June 2022

Responsibilities for <https://aravo.com/>

- Managed the Aravo corporate website in WordPress, handling both frontend and backend aspects.
- Built homepage, landing pages, menus headers and footers, and forms.
- Built scalable resources and trained team members to post blogs, webinars, and gated landing pages.
- Implemented SEO best practices and increased website performance.
- Updated and recommended plugins, managed hosting, and maintained environments for testing.
- Created ~ 3-minute animation video product explanations.

WordPress Web Producer - Contract at Cyara, Redwood City, CA, January 2020

Responsibilities for <https://cyara.com/>

- Created email templates, landing pages containing forms, and thank-you pages within HubSpot.
- Designed on-brand hand-coded HTML emails for Newsletters.
- Made customer interview videos for the website.

WordPress Web Specialist at MarkLogic, San Carlos, CA, June 2019 - December 2019

Responsibilities for <https://www.marklogic.com/>

- Worked on the MarkLogic corporate website and maintained a quality website.
- Trained and empowered others to publish content and oversaw the implementation of best practices.
- Maintained consistency in branding, optimized images, and ensured a user-friendly website experience.
- Used WordPress plugins for workflows, filtering, setup of Vanity URLs and redirects, and more.

WordPress Web Designer / Developer: Cyara, Redwood City, CA, October 2017 - May 2019

Responsibilities for <https://cyara.com/>

- Managed and redesigned the corporate Cyara website
- Created style guide to ensure consistency; used optimized images and provided analytics reports.
- Constructed website architectures, creating mockups, wireframes, and prototypes.
- Handcrafted HTML5, CSS3, Bootstrap framework, and utilized Git, Bitbucket, PHP, and JavaScript.

Webmaster: San Carlos Flight Center, San Carlos, CA, October 2016 - October 2017

Responsibilities for <https://sancarlosflight.com/>

Web Assistant: Oshman Family Jewish Community Center, Palo Alto, California, March 2016 - October 2016

Responsibilities for <https://www.paloaltojcc.org/>

3D User Interface (UI) Artist: Take-Two Interactive, Novato, CA, February 2007 - March 2016 (9 years)

<https://2k.com/>

Game Credits: NBA2K, MLB2K, NHL2K NCAA2K

Game Consoles: PS4, XBOX ONE, PC, PS3, XBOX360, Mobile, PS2 and Wii

EDUCATION:

Continual Learning: WordPress and SEO user groups are crucial for staying updated on the latest technology.

Master of Fine Arts in 3D Modeling and Animation, Academy of Art University, San Francisco, CA

Bachelor of Fine Arts in Graphic Design, University of Michigan, Ann Arbor, MI

Certificate - Web Specialist, Montgomery College, Rockville, MD