

Adam Davis

Content Manager & Front-End Developer

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</> Languages, Frameworks, Libraries & CMS

HTML5, CSS3, JavaScript, jQuery, Bootstrap, Sitefinity, WordPress, HigherLogic. Some experience with C#, ASP.NET. Currently exploring AngularJS, React and Vue.js.

🔧 Tools

Visual Studio Community 2017, Adobe Photoshop CC / Acrobat DC / XD, Microsoft Office Suite, Google Analytics / Tag Manager / Data Studio, Zoho Desk, Smartsheet, cPanel, Atom, Transmit, FileZilla, Invision, phpMyAdmin, MySQL Workbench

👜 Experience

Webmaster, Meeting Professionals International / 2018 – Present 📍 Dallas, TX

- Planned and executed the migration of 75 individual and disconnected local chapter websites into one unified system in less than one year.
- Development of processes, policies and best practice guidelines to ensure all websites remain consistent with Meeting Professionals International (MPI) brand standards.
- Creation of new page templates, custom elements and modifications using HTML/CSS, JS and jQuery along with modifications and improvements to existing Sitefinity widgets, development of new widgets and widget templates.
- Provide ongoing maintenance, support, training and onboarding to MPI chapter staff through implementation and administration of the Zoho Desk ticketing platform, CMS knowledge base and production of tutorial videos tailored to MPI chapters' specific needs and common website tasks.
- Design & implementation of an annual audit process to ensure chapter website content is consistent with MPI brand standards, policies & best practices, and provide in-depth review of analytics along with recommendations on how performance could be improved.
- Development and maintenance of new and existing pages, microsites & lead generation pages for the main MPI.org website.
- Analytics reporting, creation of dashboards in Google Data Studio, and tracking using Google Tag Manager.
- Light image manipulation & processing, audio recording, video editing, copywriting, sourcing of stock imagery and other assistance to nearly all MPI business units.

Freelance Web Design & Development / 2016 – 2018 📍 Dallas, TX

- Complete design & development of custom responsive websites built on Bootstrap, using HTML5, CSS3 and JS/jQuery to create an elevated user experience. Sites were ultimately converted to WordPress for easy management by the end client.
- WordPress deployment - both manually and via Softaculous or GoDaddy.
- Creation of custom responsive landing pages and other data collection tools for direct mail marketing campaigns using Easypurl.
- Modifications and updates of existing websites, including changes to CSS and PHP within WordPress themes.

Live Event Production & Consulting / 2007 – 2018

📍 Dallas, TX & New York, NY

- Oversee all audio production aspects for live events of varying size and scope.
- Work with sales, production managers and event planners, help determine the technical elements required to realize the client's vision while staying in budget.
- Handle all prep work necessary, including custom fabrication and original media creation.
- Manage audio crew during installation of audio equipment, mix the show, and work directly with talent and clients to ensure a flawless event.
- As a consultant, I have worked with boutique production companies, set design and marketing firms to fulfill specialized multimedia and A/V needs for unique one-off events.

Media Producer & Web Manager, MasterMedia, Inc. / 2005 – 2010

📍 Hurst, TX

- Production of two daily syndicated radio programs, distribution via FTP or web to network stations, and creation and maintenance of podcast versions for listeners.
- Full design, development and maintenance of three WordPress-based websites which included ticketing for events, e-commerce, password-protected areas and user accounts.
- Editing, proofing and production of voiceover for various projects including several audiobooks.
- Graphic design for product packaging, photography, light video editing using Final Cut Pro.

Education

Web Development Certificate Program

Brookhaven College / 2016 - 2017

Bachelor of Arts - Radio, TV & Film

University of North Texas / 2003 – 2007

Fun Facts

The only sport I am really into is cycling, and I ride a vintage Bianchi Pista track bike. I try to do a few big rides per year, and have done Hotter'n Hell (a 100-mile ride out in the country, in Texas, in August) three times. If it's got a motor and wheels, I'm into that too. I do all my own vehicle maintenance and have partially restored two vintage vehicles. I'm a photography enthusiast, and recently traded in my DSLR stuff for a fixed-lens mirrorless Fuji. Live music is something I've always enjoyed, and I try to get out to shows as much as I can. I'm also into playing with and repairing old (usually obsolete) electronics. (I can't seem to stay away from troubleshooting technical things.) While doing any of my hobbies, I always enjoy trying lots of different "craft" beers, but I'll still drink a Budweiser.