

# CHRIS POCKLINGTON

Web Developer

## INFO

### ADDRESS

7724 Cherokee Rd  
Richmond VA 23225

### PHONE

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### EMAIL

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### PORTFOLIO

www.cpock.me

## EDUCATION

Virginia Commonwealth University  
BFA, May 1995  
Communication Arts and Design  
Electronic Media discipline

## SKILLS

HTML, CSS, JS, jQuery  
UX/UI

Adobe Creative Suite  
WordPress  
MailChimp, Litmus,  
Constant Contact  
Google Analytics

References available upon request

## PROFILE

Seasoned front-end Web Developer with over a dozen years of experience primarily in the world of advertising and experiential marketing. Advocate for common sense design practices that will serve both client and end-user goals. Skilled in distilling complex technical issues into the understandable. Capable of independent self-management or collaboration in a team setting.

## EMPLOYMENT HISTORY

### Senior Front End Developer, Ignited

Los Angeles

Sep 2001 - Apr 2014

Ignited is a full service advertising agency providing digital, print, and experiential services. As a lead in their digital division, I accomplished the following:

- Built and managed multiple world-class websites for international, national and governmental clients
- Prototyped and assembled front-end elements of custom CMS systems for both client-facing and internal use
- Devised product selection algorithm and user experience for in-store customer suggestion kiosks
- Constructed, launched and analyzed the results of multiple custom HTML email campaigns

### Senior Multimedia Developer, Think new ideas

Los Angeles

May 2000 - Aug 2001

THINK new ideas was a boutique advertising agency specializing in services for large dot.com clients. As the senior developer on the digital team, I completed the following:

- Developed digital ad units in multiple online campaigns for national clients
- Authored CD-ROM deliverables designed to generate customer lead generation and conversion
- Modernized previous web site templates, stylesheets and pages for national financial client

### Multimedia Developer, Buildnet

Raleigh

Sep 1996 - Apr 2000

Buildnet was the internet-based private network of Buildsoft, an industry leading residential building software company. As the multimedia developer, I was focused on the following:

- Planned, designed and authored CD-ROM based educational/sales tool which accompanied customer software installations
- Created and maintained both public and private-facing web properties