

Shannon M. Kelly

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WORK EXPERIENCE

Web Developer - Software Developer II

November 2020 – January 2025

Mediavine: Full-Service Ad Tech Partner

Remote

- Provide go-to comprehensive guidance and support for code, systems, and inquiries across the Owned and Operated team space and properties, offering insights to address potential challenges while driving both the enhancement of existing properties, such as the corporate website and maintenance-mode products, as well as the development of new features and functionalities.
- Lead the migration of internal sites from a legacy Ruby on Rails CMS to WordPress, overseeing end-to-end development and championing enhancements that leverage Mediavine products.
- Administrate large-scale, high-traffic websites, collectively serving millions of users each month.
- Foster integrated collaboration with SRE, QA, PMs, marketing, editorial, designers, and other stakeholders to effectively and proactively address issues and drive developmental progress.
- Cultivate a collaborative and uplifting culture conducive to innovation and growth within the Owned and Operated team, grounded in mutual empathy, respect, and peer mentorship.

Tools & Tech: PHP, WordPress, JavaScript/Typescript, React/Next.js, HTML, CSS/SCSS, MySQL/Postgres, Ruby on Rails, Git, SSH/SFTP, AI Integrations, Composer, CircleCI, CDNs/Clouds/Caches, Figma, Slack, Jira

Front-End Developer (WordPress/PHP/jQuery)

July 2019 – October 2020

Crisp Results: Lead Generation (Acquired by Digital Media Solutions)

Memphis, TN (Hybrid)

- Crafted WordPress form-centric sites and features according to designs and feature specifications.
- Conducted comprehensive testing, prioritizing accessibility and browser/device compatibility.

Freelance Web Developer (Django/Python/Vue.js)

March 2019 – May 2019

ScrimNabs: e-Sports Scrimmage Discord Bot

Remote

- Spearheaded collaborative iterative efforts with ScrimNabs' Discord bot engineer to design and develop a supporting website that appropriately integrated with bot data and stakeholder needs.

Front-End Developer/Marketer (Ruby on Rails/Javascript)

August 2015 – October 2016

Feather: Home Care Matching Application

Memphis, TN (Hybrid)

- Built, optimized, and iterated on the Feather website and application front-end from inception.
- Strategically implemented landing pages, emails, and AdWords to drive traffic and conversions.

EDUCATION

University of Memphis: B.A. Creative Writing, Minors: Computer Science, Management, Japanese

SKILLS

Full-Stack/Front-End/Back-End/Web/App Development, PHP, WordPress, Ruby on Rails, CSS/SCSS, HTML/Haml, JavaScript/jQuery/Typescript, MySQL/Postgres, React/Next.js, Vue.js, Python/Django, Git, SSH/SFTP, Lighthouse, Data Migration, CDNs/Clouds/Caches, Google Analytics, SEO, Figma, Slack, Jira/Kanban, Agile/Waterfall, CMSs, APIs, AI Integrations, High-Performance Sites, Large-Scale Deployments, Debugging/Testing, Landing Pages, Forms, HTML Emails, Design/Copywriting, E-Commerce, Ad Tech, Project Management, Cooperation, Communication, Adaptability, - Google & Problem Solving -