

JULY 2023



Portfolio Highlights



Presentation by
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JumpFly

jumpfly.com

JumpFly is a digital marketing company that provides PPC, SEO, Amazon and Paid Social Media services with customized strategies that generate better returns.



The Challenge

JumpFly had been working with a web designer for their redesign project but needed help with the development of the site. WordPress was their content management system and Divi was the page builder. As one of the top companies in their industry, they needed a near pixel-perfect website that performed well and aligned with their branding. They were seeking a developer specialized in WordPress and Divi (and later Elementor) to collaborate with their web designer and marketing team.

The Solution

Using JumpFly's designs, I developed a custom WordPress site using Divi and Elementor that represented the professionalism and expertise of thier company. I provided input on design, applied custom HTML/CSS, and edited photos/imagery. The visually-rich and engaging pages showcase the JumpFly story, services, customer success, and authority in the digital marketing industry.

Codero

codero.com

Codero Hosting delivers world-class dedicated, managed, and cloud hybrid hosting solutions on-demand to businesses of all sizes around the world.



The Challenge

Codero had an outdated corporate website that needed to be refreshed. As they assembled a team in house and externally, they knew a web developer specializing in WordPress was required. Along with the development requirements, guidance on the overall branding and design of the site was needed. A clean and professional look was essential along with an easy to use site structure and navigation.

The Solution

In close consultation with the Codero marketing and leadership teams, I developed the updated site using WordPress, Divi, and custom HTML/CSS. Page designs were given, but I also helped design some elements of the site. An updated set of brand guidelines was created along with improved site structure and pages. Additional projects, like customization for a separate eCommerce site and email marketing templates were part of my work. Routine maintenance was included in the areas of site security, backups, and software updates.

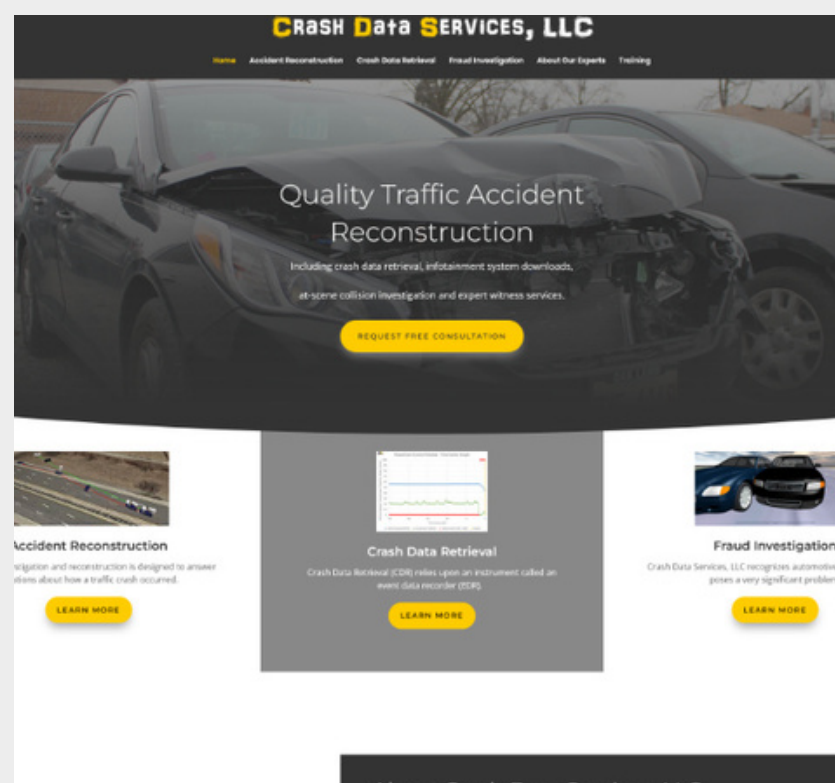
Crash Data Services

crashdataservices.net

Crash Data Services, LLC provides quality traffic accident reconstruction services in Illinois, the Midwest, and beyond.

The Challenge

Crash Data Services had an outdated website that didn't effectively represent their company or services. The website owner knew it needed to be updated and decided to transition from a static HTML site to a dynamic WordPress site. They wanted to include new images, service descriptions, a simplified site structure, and basic SEO with the new site.



The Solution

Using WordPress and the versatile Divi theme, I designed and developed a new website using the existing logo and color scheme. Details like a favicon, edited logo, and a contact form were provided for the project. Custom HTML/CSS, graphic design, and photo editing were also used to create a unique and on brand look for the client.

Kingdom Wealth Building

kingdomwb.org

Kingdom Wealth Building offers a free in-person course to help Christians grow their financial wealth for God's purposes.

The Challenge

Kingdom Wealth Building (KWB) needed an online presence that was clear and concise. The website owner had a vision for the website and KWB brand while also needing a logo. They wanted to explain how their course works, highlight testimonials, and establish a starting point for Christian churches to learn more.

The Solution

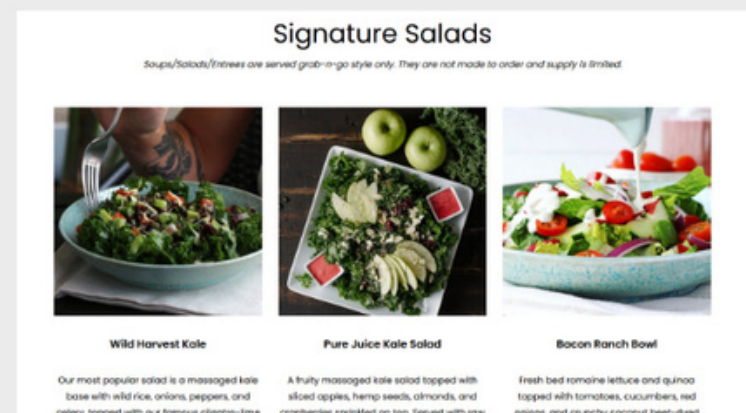
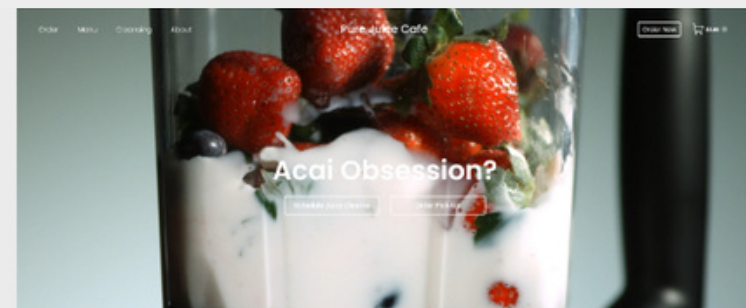
I designed and developed a custom Squarespace site, consulted on content selections, created a brand guide, and designed a logo. The site brand follows a carefully selected color palette, typography, and imagery. The site architecture was arranged to make information easy to access. The backend of the site is easy to use so the client can make text and other basic updates whenever they need to.



Pure Juice Cafe

purejuicecafe.com

Pure Juice Cafe offers fresh, vegan, and gluten-free food and beverages, helping people make clean, healthy eating easy.



The Challenge

As a restaurant and online retailer, Pure Juice Cafe's website needed a design update that streamlined their website content and more aligned with their branding. The site was built with WordPress and included lots of product details on items for sale such as smoothies, juice cleanses, and healthy foods. In addition to the need for design updates, the client required updates and support with the eCommerce system in the back-end. WooCommerce was in use and allowed the website to process customer orders.

The Solution

Already built on WordPress, I developed the site according to new designs provided by the client and assisted with design. The redesign featured more white space, clean user interface, and an easier site navigation. I supported the established brand with appropriate fonts, colors, and design elements. Back-end functionality with eCommerce was improved along with adjustments and set-ups of plugins that managed site backups, security, performance, email marketing, and customer communications.

Clear Water Pools

clearwaterpoolsllc.net

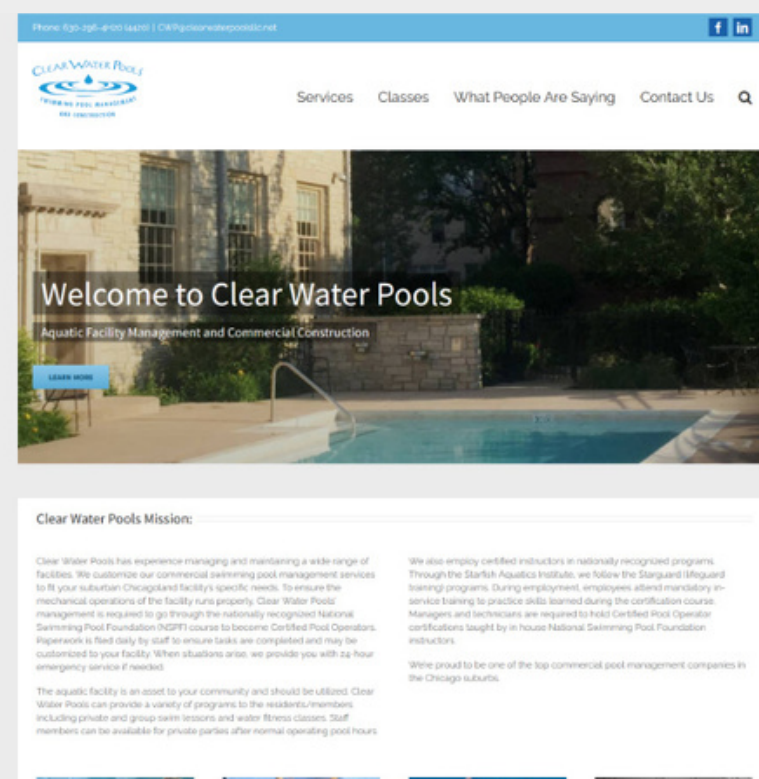
Clear Water Pools, LLC provides aquatic facility management and commercial construction at fair prices while providing a professional and safe environment for clients and employees.

The Challenge

Clear Water Pools reached out to me in need of website maintenance. They were seeking a better experience with site updates and technical support. Their site was built with WordPress and featured web forms that were integral to business communications. They later decided to migrate the website to new hosting and required assistance with this process from a web developer.

The Solution

My initial role with Clear Water Pools was to help with various site updates and offer technical support as needed. With problem-solving as a core skill, I helped the client to maintain and improve their website. At a later point, I helped migrate the site to a new hosting provider, making sure to keep the site intact and functioning correctly. Overall, the client continues to receive website maintenance and services. Some of these include page edits, graphic design, troubleshooting, web form management, photo editing, backups, and site security.



L & R Consulting Services

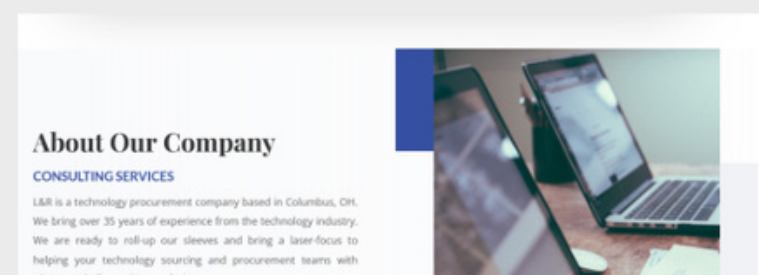
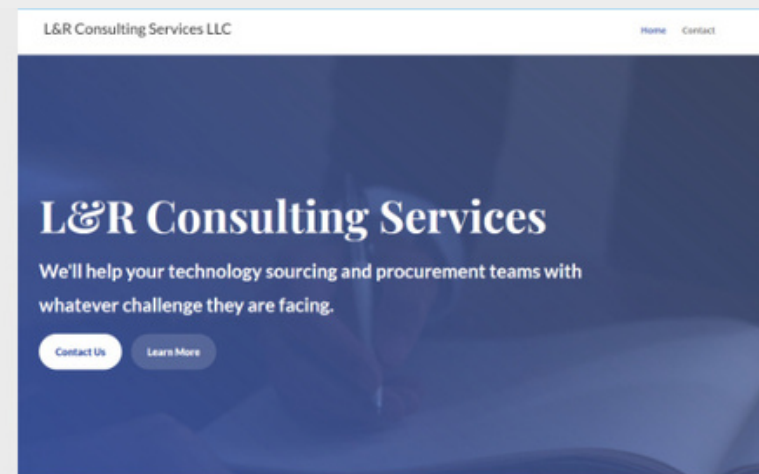
L & R Consulting Services helps technology sourcing and procurement teams with whatever challenges they are facing.

The Challenge

L & R Consulting came to me in need of a concise and modern website to represent their business. With minimal branding and website experience, they were seeking a designer/developer to provide them an easy to update website and guidance on site content and standard website elements.

The Solution

With a modest budget and shorter timeline, I designed and developed a website using WordPress for the client. A minimalist brand guideline was created along with copywriting assistance. The site was built with the Divi page builder and custom HTML/CSS. A contact form was integrated and relevant images were chosen and edited to best reflect the values and services of the client.



Perfect Wireless

perfectservices.com

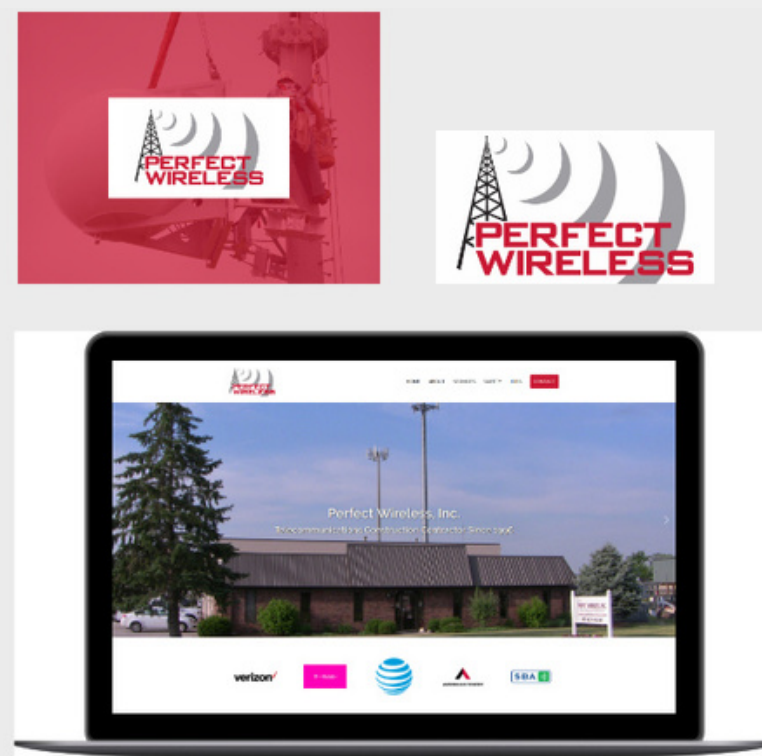
Perfect Wireless, Inc. is the innovator in providing turn-key services for building a complete network or single site development in the field of telecommunications construction.

The Challenge

Perfect Wireless had an existing WordPress website for their construction website in the telecommunications industry. The client had done some initial setup, but needed a developer and designer to make the site engaging, modern, and organized.

The Solution

Using the existing logo, color scheme, and photos, I crafted a WordPress site that is clean and modern. Simplicity was the focus and the site architecture was organized into six distinct pages. The site now represents the client's services in a professional light and emphasizes the safety and well being of employees. The site's content management system is easy to update and contact information is prominently displayed. Potential customers and job seekers can interact with the site easily and enjoy a clear and concise design.






Let's Work Together

Schedule a call today.



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