



Kristin Kramer

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OBJECTIVE

Front-end web developer with over 20 years of industry experience seeks a dynamic role within an innovative team where I can use my extensive expertise in web development to create highly functional websites. Eager to collaborate with teams to deliver cutting-edge solutions that drive engagement and business growth.

TECHNICAL SUMMARY

- Expert in front-end UI/UX development.
- Advanced knowledge of HTML5, XHTML, DHTML, CSS3, PHP, SASS, JavaScript/jQuery, and Google Analytics.
- Strong understanding of Bootstrap for rapid prototyping and responsive design.
- Debugging is a joy for me!
- Advanced Adobe Suite
- In-depth understanding of SEO coding best practices and semantic web principles.
- Familiarity with implementation strategies such as Java, JSP, ASP, PHP, CGI, Ajax, RoR, and jQuery.
- Proficient in version control systems including SVN and Git/GitHub.
- Experience in social media strategy consulting and implementation.
- Skill in designing and customizing themes for open-source and commercial CMS and e-commerce platforms.
- Expertise in WordPress implementation, child theme creation, and maintenance.
- Familiarity with technologies such as React.js, React Native, and Figma.
- Ability to convert PSD designs to WordPress/HTML.

Bootcamps: Front-End Web Development: Bootstrap - Nucamp - August 2022, Front-End Web Development: React Bootcamp - Nucamp - September 2022, Front-End Web Development: React Native Bootcamp - Nucamp - October 2022

PROFESSIONAL EXPERIENCE

Keith Freedman For Mayor 2024 - San Francisco, CA

April 2024 to Nov 2024

FREELANCE WORDPRESS DEVELOPER

Designed and developed <https://mayor.keithfreedman.com>

Kramer Publishing Interactive – San Francisco, CA

March, 2003 – Present

WEB DESIGNER/UI/UX DEVELOPER/WEB ARCHITECT SOLE PROPRIETOR.

- Manage all aspects of multiple projects, varying in size and scope, from conception to completion.
- Evaluate client requirements and develop project specifications, including planning, design, and implementation.
- Oversee mockup design, graphic production, and selection of hosting/e-commerce solutions.
- Coordinate hiring and manage project timelines and budgets.
- Implement coding, integrate carts, and set up payment gateways/shipping.
- Obtain client approval and ensure final delivery, providing ongoing maintenance support.
- Offer comprehensive SEO/SEM/Social Media strategies and management, along with **content creation** and editing.
- Provide full print design support and handle web architect and IT responsibilities as required.

BitPusher.com – San Francisco, CA

January, 2022 – June, 2022

WORDPRESS DEVELOPER

- Developed highly customized WordPress site for a DevOps company at www.bitpusher.com.
- Solely responsible for creating a custom theme.

A BLOG TO WATCH (ABTW) – San Francisco, CA

September, 2008 – July 2018

ASSOCIATE PUBLISHER, TECHNICAL DIRECTOR

- Transformed a small WordPress blog into the world's leading watch media source under the guidance of Founder Ariel Adams.
- Led rebranding efforts in 2012 and website redesign in 2015, resulting in increased advertising revenue.
- As a Social Media Manager and Content Creator, I established, developed and managed the blog's social media presence and daily newsletter. I forged partnerships with watch brands, developed the YouTube channel with watch reviews, "unboxing" videos, special events and "behind the scenes" videos from major watch shows around the world. I performed all copy editing of the blog and an intern's social media posts, writing many of the posts myself — multiple posts every day for 6+ years across Facebook, Instagram, Twitter and YouTube... also Weibo. Grew social media presence from zero to world-class levels in a matter of a few months.
- Implemented Ad Ops.
- As Technical Director, oversaw the design, development and maintenance of a highly customized WordPress CMS.

DocuSign – San Francisco, CA

June 2013 – Jan 2016

SENIOR FRONT-END WEB DEVELOPER

- Built and managed five external WordPress CMS Marketing sites for DocuSign, including high-profile campaigns such as Momentum and Dreamforce.
- Established sites to allow easy updates by marketing professionals.
- Served as an approved vendor for projects requiring external development support.

Evolution Bureau (EVB) – San Francisco, CA

July, 2011 – May 2012

SENIOR FRONT-END WEB DEVELOPER

- Led innovative front-end technology implementations to integrate social and traditional media.
- Led the full front-end build of Facebook Studio 2.0, earning a Cannes Lions award nomination.

Inktomi Corporation (purchased by Yahoo!) – Foster City, CA

April, 1999 – December, 2002

WEB DESIGNER, SENIOR WEB APPLICATIONS ENGINEER

- Sole "DHTML" programmer in an 850-employee organization, providing graphic design, UI design, graphics production, and cross-browser/front-end support for internal and external web applications.
- Initially stationed in e-commerce, transitioned to Marketing.
- Developed DHTML, CSS, and JavaScript for the Inktomi Site Management System (SMS), an ASP-based web app for managing electronic storefronts.
- Managed projects from start to finish for SMS and other search applications, collaborating with various teams.
- Conceptualized, designed, and implemented smaller apps to support SMS.
- Created extensive technical documentation.

Impulse!Buy (purchased by Inktomi) – Burlingame, CA

December, 1998 – April, 1999

WEB DESIGNER, SENIOR WEB APPLICATIONS ENGINEER

- Provided graphic design, UI, and front-end support for the company's web and external applications.
- Designed and implemented front-end for "Selling System Express," a web app for managing electronic storefronts.
- Led the transformation of a Java-based product to a browser-based one using DHTML, JavaScript, CSS, and ASP.
- Produced digital and print marketing materials for "iMerchandising" system.
- Served as Webmaster for all departments.

Freelance – San Francisco and San Bruno, CA

April, 1998 – December, 1998

WEB DESIGNER, WEB APPLICATIONS ENGINEER

- Managed multiple projects simultaneously, employing DHTML, CSS, and JavaScript to meet diverse design challenges.

- Clients included HP, Intel, SGI, Sun Microsystems, and more.

Electric Communities – Cupertino, CA

April, 1997 – April, 1998

BETA PROGRAM PRODUCER, WEBMASTER, JAVA QA

- Designed and managed beta program for "EC Habitats," the world's largest Java program at the time.
- Created company's website and beta program support site.
- Served as Webmaster for all departments.
- Performed black-box testing on Java-based virtual world.

Freelance – New York, NY and San Francisco, CA

January, 1994 – April, 1997

INTERNET AND COMPUTER SERVICES

- Assisted companies and individuals with personal computer setup and maintenance, and telecommuting challenges.
- Built HTML 2.0 websites.
- Educated individuals on the benefits of personal computers and the Internet.

EDUCATION

New York University, Tisch School of the Arts, Institute of Film and Television, 1990 - 1993