

James Reardon

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~ PROFESSIONAL SUMMARY ~

Detail-oriented professional with expertise in web development and digital advertising. Skilled at designing websites (to view my portfolio, [click here](#)), managing campaigns, and delivering creative solutions that exceed expectations. I excel at meeting deadlines, driving performance, and creating impactful digital experiences across industries.

~ AREAS OF EXPERTISE ~

- Web Development & Design
- Digital Advertising & Campaigns
- Graphic Design
- Project Management
- Programmatic Networks
- Team Collaboration
- Creative Problem-Solving
- Time Management
- Attention to Detail

~ TECH SKILLS ~

- **Web Development:** HTML5, CSS3, Bootstrap, Wordpress, OpenCart, BLOX CMS
- **Digital Advertising:** Campaign management, programmatic optimization, Facebook Business, Google Ad Manager, Google AdSense, AdCellerant, designing and coding email blasts, building and executing Facebook Ads, and video editing
- **Creative Tools:** Photoshop, Adobe Premiere Rush

~ PROFESSIONAL EXPERIENCE ~

Digital Advertising Coordinator & Web Developer

May 2016 - Present

New England Newspapers, Inc. | Pittsfield, MA

- Plan, launch, and optimize digital advertising campaigns across platforms like Google Ads and Facebook Ads.
- Monitor campaign performance, generate reports, and provide insights to improve ROI.
- Design and develop digital ad creatives, including display and social media ads, aligned with brand messaging.
- Implement SEO and SEM strategies to improve search engine visibility and campaign performance.

Web Developer

January 2005 - Present

Freelance | Williamstown, MA

- Design and build custom websites for industries like music, hospitality, eCommerce, social awareness, and journalism.
- Provide ongoing website maintenance, content updates, security patches, and performance optimization.
- Improve website speed and implement SEO best practices to enhance rankings and user experience.
- Collaborate with clients to define goals, create timelines, and ensure project success.

HTML Developer

October 2010 – July 2013

The Vermont Country Store | Manchester VT

- Build semantic HTML structures for websites, ensuring SEO and accessibility.
- Implement responsive layouts for mobile, tablet, and desktop devices.
- Organize content for smooth user experience and display.
- Write SEO-friendly HTML with proper headings, meta tags, and alt attributes.

Telephone Customer Service Representative

October 2009 – October 2010

The Vermont Country Store | North Clarendon VT

- Answer customer inquiries and provide information on products, services, or policies.
- Resolve customer issues by identifying problems and offering solutions.
- Process orders, returns, exchanges, or refunds accurately.