

KYLE FOLEY

Designer & Front-End Developer

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Work Experience

Buzzsmith Digital Marketing, Subsidiary of Zther

AUGUST 2012 - PRESENT

Graphic & Web Designer, Front-End Developer

I am the in-house design and development resource for Buzzsmith, an agency specializing in SEO, web analytics, social media, and email marketing. Clients include Tacori, Johnny Was, Sportsbook, Beyond Meat, and Genetic LA.

- Wireframe, design, and develop digital assets (responsive websites, landing pages, email, social content) in line with marketing strategies designed to meet client goals and KPIs
- Improve organic search, customer acquisition, and conversion rate across large-scale e-commerce sites by implementing on-page SEO recommendations
- Design and develop all company marketing and client-facing assets, including company website, pitch decks, reports, and social content.

Medium Large Media, Subsidiary of Zther

AUGUST 2012 - PRESENT

Web Developer

At Medium Large Media, I am a primary developer for a network of "fan powered" sport blogs utilizing Wordpress. My role focuses mainly on our largest properties: LakersNation.com, managing traffic harnessed from over 2.4 million Facebook fans, as well as MyNHLTradeRumors.com and DodgersNation.com.

- Execute network-wide development and customization of Wordpress themes, widgets, and plugins, while also providing technical support to writing staff.
- Fulfill peak traffic needs (10K+ simultaneous users) and improve page load time by utilizing Varnish caching, minification, CDN integration, and asynchronous script loading.
- Assist in managing a wide network of high-performance and cost-effective Amazon Web Services EC2 instances running Apache and NGINX
- Spearhead email program development, including: acquisition, responsive template design, template development, and client testing.

RBF Group International

OCTOBER 2010 - 2012

Graphic & Web Designer, Front-End Developer

AcropolisRPM (Records, Promotions, Music)

AUGUST 2008 - 2010

Graphic Designer, Studio Photographer

Skills

Photoshop ★★★★★

InDesign ★★★★★

Illustrator ★★★★★☆

HTML ★★★★★

CSS / Sass ★★★★★

jQuery / JS ★★★★★☆

VCS ★★★★★☆

Bootstrap ★★★★★☆

LAMP Stack ★★★★★☆

AWS ★★★★★☆

Wordpress ★★★★★

Magento ★★★★★☆

Shopify ★★★★★☆

About Me

In 2008, I began my first job as a graphic designer, focusing mainly on print media for a promotions company in Orange County, California.

In 2009, my passion for graphic design was met with an equally strong passion for web design. I found the web to be a perfect blend of design and technology.

In 2010, I discovered front-end development and became fascinated with the idea of converting my designs into real, interactive code.

I currently reside in Los Angeles and work simultaneously at Buzzsmith, a digital marketing agency, and Medium Large Media, a network of Wordpress content sites.

I stay busy by consulting and providing freelance design & development services to various companies.

Go Lakers!