

# William Pierce

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## Work Experience

### **2/2024 – Present: W. L. Pierce Design**

*Sole Proprietor*

- Designs and produces websites for small business
- Devises ecommerce and automation functionality for users with low time and technical proficiency
- Produces physical marketing materials and product displays

### **10/2016 – 1/2024: American Society for Cell Biology**

*Web Development Manager*

- Developed, supported, and maintained the society's primary means of disseminating information to members: the website, journals, and newsletter archives
- Oversaw web development team and contractors in overhauling web presence to create content management processes for non-technical staff, establish coherent engagement metrics and analyses, create a new single sign-on portal for member benefits across multiple platforms, and direct users to active programs and useful calls to action. Increased overall site readership ~30%.
- Researched, developed and maintained webinar-based member education portal, community forum
- Maintained web servers and databases, developed custom Wordpress themes and plugins for staff use
- Planned marketing/outreach campaigns in concert with graphic designer and communications staff
- Trained 20+ content managers in Wordpress management, block-based layout design, and child theme development

### **6/2015 – 10/2016: Pongos Interactive**

*Wordpress Developer*

- Developed over a dozen websites and web apps for a broad range of commercial and nonprofit clients
- Produced projects ranging from job boards to e-commerce systems to science fair scoring platforms for over a dozen sites with distinct needs and available technologies, from JQuery to Bootstrap
- Developed custom PHP plugins and themes for Wordpress
- Developed responsive HTML5/Javascript animated banner ads
- Created and edited graphical elements via Adobe Photoshop and Illustrator
- Provided on-site technical support and training for clients, wrote training guides for end users
- Assisted with creating specs for projects and writing SOWs

### **9-2013 – 6/2015: American Geophysical Union**

*Wordpress Developer*

- Developed themes, plugins, and custom post types to spec for Wordpress-based sites.
- Created custom site architecture, searches, forms, and content types using plugin suite
- Created CSS stylesheets for cross-browser, mobile-compatible design
- Customized PHP plugins/templates based on off-the-shelf solutions

### **3-2014 – 9/2014: Rare**

#### *Web Content Manager*

- Oversaw development of new Drupal-based site, managed social media and newsletter releases
- Directed development team in producing custom site framework to spec, staged and organized redevelopment via Jira and Confluence
- Tracked and managed social media presence using Hootsuite and Crowdbooster
- Developed responsive email templates and published Vertical Response-based mass mailing campaigns

### **4/2012 – 9/2013: Scientific Systems and Software International**

#### *Web Designer/Developer*

- Maintenance, traffic analysis, frontend coding, wireframing, and creation of standardized web tools and templates for Department of Labor
- Confidential/Public Trust security clearance
- Wrote HTML/CSS markup for cross-browser and 508 compliance, modified Coldfusion CMS scripts
- Performed cross-browser functionality testing and design, compiled Webtrends-based traffic and usability reports

### **9/2010 - 11/2011: International Student Exchange Programs**

#### *Webmaster*

- Headed full redesign of website architecture and content for dynamic database-driven site, day-to-day maintenance and update of databases and general public/internal information systems, SEO, design of unified web/print branding and marketing campaigns, templating for mailing lists and business publications
- Coded Javascript UI elements, HTML/CSS stylesheets and design, ASP dynamic templates
- Flash ad design and animation
- Used Google Analytics reports and workflow modelling to raise traffic 40% to desired conversion pages

## **Education & Training**

May 2008: University of Vermont (BA; English major / Fine Arts minor)

2003: Wakefield School (Senior Class VP; Prose/Photography Editor of Talisman, a multiple Columbia Gold Crown award-winning literary magazine; Editor of student paper)

## **Skills and General Training**

- HTML and CSS3 training with emphasis on cross-browser compatibility; experience in Javascript and JQuery development
- Wordpress theming and advanced applications for Timber, Toolset, Smartsimian, Beaver Builder, as well as the Gutenberg block system
- Proficient with Wordpress plugins including Yoast, Jetpack, Gravity Forms, Adrotate and Advanced Ads
- Project organization and management using Basecamp and Jira
- Experience with community management using Salesforce and Higher Logic
- ASP scripting for SQL database frontends

- Mailing list management and templating in Mailchimp, Constant Contact, Vertical Response, Rasa.io
- Shop management and design for Squarespace and Shopify
- Customizing templates and site maintenance with Wordpress CMS, maintaining business social media presence via Facebook and Twitter
- SEO and web traffic analysis using Google UA and GA4, Webtrends, and AWStats
- Creation of custom maps using Google Maps API
- Responsive design and Section 508 accessibility compliance
- Microsoft Word, Excel, Powerpoint, Access; Openoffice equivalents
- Administrator-level configuration and diagnostics in Windows XP, 7, 8, 10
- Adobe Photoshop, Illustrator CS6, Flash Professional
- Video editing and production in Premiere, Final Cut Pro, iMovie, Boris FX
- Experience with bulk image processing and media creation for 24-hour deadline projects