

Kayla Wagner

WEB DIRECTOR + DEVELOPER + DESIGNER

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Location: Ankeny, Iowa

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EXPERTISE

Technical: Frontend web development, WordPress theme development, UI/UX design, HTML, CSS/SCSS, Javascript, jQuery, PHP, Git, version control, web deployments, DNS management

Software: MS Office, Google Suite, Adobe CC, Quickbooks, Active Campaign, Amplitude, MailChimp, Monday, Jira, Trello, Airtable, Slack, Figma, UXPin, Tower (Git), Bitbucket, Visual Studio Code, Coda/Nova, DeployHQ, CodeKit, Google Analytics, Google Tag Manager

Leadership: Management of 3 full-time developers, professional EOS training and ongoing implementation, sales, client nurturing, employee onboarding and mentoring, company KPI / scorecard tracking, business strategy & growth initiatives, team building

Project Management: Process development, sprints planning, client communication and expectation management, progress tracking, invoicing, client onboarding, deliverables and scope management

Professional: Adaptable, time management, active listener, problem solver, continuous improvement, R&D, proactive, cross-department collaboration, team coordination, efficient, goal-oriented, resourceful

EDUCATION

Associates of Science, Graphic Design
Des Moines Area Community College (2016)

Web Development Certificate
Des Moines Area Community College (2016)

WORK EXPERIENCE

Web Director

Farmboy

January 2021 – Present

- Manage a web development team consisting of 3 developers
- Direct web projects from initiation to launch, achieving an average of 20 completed websites annually
- Maintain relationships with 90+ ongoing web hosting & maintenance clients
- Lead project strategy including business discovery, key stakeholder interviews, technical requirements, site architecture & content planning, business goals definition, persona development, and prototyping
- Lead web UI/UX design strategy, execution, and handoff to developers
- Sales and deal management
- Employee hiring, onboarding, and training
- Serve on the leadership team with the following responsibilities:
 - Implementation and continuous improvement of processes and systems
 - Scorecard tracking
 - Company benefits development
 - Long-term & short-term vision definition and tracking
 - Participate in bi-monthly leadership meetings
 - Facilitated company growth from 4 employees to 12

Lead / Web Developer

Farmboy

April 2016 – January 2021

- Led web development team
- Developed custom WordPress themes based on client requirements
- Developed an internal base WP theme for use on client projects to expedite the development process
- Served as the go-to for complex technical solutions
- Performed website maintenance tasks such as updates, backups, restorations, and security enhancements
- Designed wireframes and mockups in alignment with brand and technical direction
- Mentored new employees
- 50+ websites developed, 70+ websites actively maintained

Member Service Representative

Veridian Credit Union

June 2013 – April 2016

- Processed member transactions with proficiency at an average of 80 – 100 transactions per day
- Performed account maintenance with proficiency
- Assisted with member's requests to achieve member satisfaction (average of 97% satisfaction rating based on individual surveys)