Michael Kelly

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Portfolio: michael-kelly-portfolio.webflow.io

Professional Summary

A **proven Web Development Team Lead** and analytical problem-solver who specializes in directing the creation of modern, responsive, and user-centric websites. I effectively manage and mentor teams to deliver high-quality digital experiences across various platforms and technologies. My expertise spans both front-end development (**HTML**, **CSS**, **JavaScript**) and robust CMS platforms, such as **Webflow**.

I am highly skilled in **project management**, **client relations**, and **UX/UI design**, ensuring a smooth process from concept to delivery. My experience includes custom development with HTML, CSS, and JavaScript, as well as backend technologies such as **C#**, **.NET**, and **SQL**, enabling me to adapt quickly to new challenges and consistently deliver results.

Technical Skills

- **Languages & Libraries:** HTML, CSS, JavaScript, C#, .NET, SQL, React, Bootstrap
- **Web Platforms:** Webflow, Wix, Shopify, CMS, WordPress
- **Project Management & Tools:** Project Management, Client Relations, ClickUp, Git, Figma, Adobe Creative Suite
- **Design & Marketing:** UX/UI Design, Graphic Design, Email & Social Media Marketing, Digital Marketing

Experience

Senior Web Developer & Team Lead

Empowered Aesthetic Solutions · Jul 2023 - Aug 2025 · Remote

- Directed and mentored a team of developers, overseeing the end-to-end build and launch of websites for clients in the medical aesthetics industry.

- Built and managed full-scale websites using the **Webflow CMS platform**, the **ClientFirst design approach**, and advanced integrations like **Finsweet attributes** for dynamic content.
- Served as the lead for all client relationships, managing project timelines, updates, and feedback from conception to completion via platforms like **ClickUp**.
- Supplemented Webflow's native capabilities with custom **HTML**, **CSS**, and **JavaScript** to create unique features, including interactive elements and custom modal pop-ups.

Web Developer

Nationwide Marketing Group · Oct 2022 - Sep 2024 · Phoenix, AZ · Hybrid

- Developed and implemented custom, responsive homepages for a diverse portfolio of retail clients, utilizing **HTML**, **CSS**, and light **JavaScript**.
- Utilized strong **project management skills** to oversee the full lifecycle of multiple web projects simultaneously.
- Managed **client relations**, serving as the primary point of contact to understand needs and provide timely updates.
- Created compelling visual assets and promotional banners using graphic design principles and oversaw all content updates within a **CMS**.

Web Designer

Niuline Distribution · Apr 2017 - Oct 2022 · Phoenix, AZ

- A versatile developer responsible for the end-to-end design and development of websites on the **Wix** and **Shopify** platforms.
- Managed all aspects of the client relationship, including **project management** and **client relations**.
- Executed **Email & Social Media Marketing** campaigns to support client growth.
- Conceptualized and designed intuitive user experiences for client websites, creating custom graphic design assets.