JARED A. ROBERTS

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FREELANCE DESIGNER & WEB DEVELOPER October 2024 – Present

Partner with marketing agencies to build client websites, guide technical discussions with clients, and mentor junior developers across WordPress, Webflow, and Shopify platforms.

Key Clients & Projects

- Restoration Southside - Webflow site with Planning Center API integration, GSAP animations, component library, multi-collection CMS architecture
- Human Powered Agency (humanpowered.agency) - WordPress development, junior developer mentorship
- 434 Marketing (434marketing.com) - WordPress training and blog/podcast site design & development
- Blend Travel Marketing (blend.travel) - WordPress and Shopify landing pages, performance optimization
- RoundTree Agency (roundtreeagency.com) - Email templates, landing pages, debugging
- Collier Construction - Webflow optimization and design updates

PREVIOUS EMPLOYMENT

8Bend Marketing / Human Powered Agency Chattanooga, TN
Web Developer May 2023 – December 2024

- Built and launched 15+ client websites, monitored and maintained through hosting plan
- Led website and design inspiration or review meetings with clients
- Guided web development process toward professionalism, repeatability, and efficiency

Southern Champion Tray Chattanooga, TN
Media Marketing Specialist April 2022 – May 2023

- Designed and built marketing landing pages with Figma and Webflow
- Maintained current SCT website and facilitated new SCT website project
- Created logos, social media content, and print material

Bluestone Apps Knoxville, TN
Software Tester and Trainer June 2019 – March 2020

- Tested 50+ Native, PWA, and website projects to ensure quality and customer satisfaction
- Trained 20+ clients to use their software, app, or website through WordPress
- Designed logos, icons, and website layouts

EDUCATION

The University of Tennessee Haslam College of Business Knoxville, TN
Bachelor of Science in Business Administration, Summa Cum Laude May 2022
Major: Marketing GPA: 3.91/4.00

Skills

- Webflow
- GSAP
- API Integrations
- WordPress (Bricks Builder, Elementor, Oxygen Builder)
- Shopify
- HTML/CSS/JavaScript
- Performance Optimization
- Responsive Design
- Cross-browser Testing
- Accessibility Testing / Implementation
- Figma