

Jordan Mulkey

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Profile

Experienced web developer with a strong focus on Content Management Systems, including WordPress and Sitecore, and expertise in frameworks like Bootstrap and Foundation and CRM Slate. Proficient in HTML5, CSS3, search engine optimization (SEO), and email marketing campaigns. A solution-driven professional with exceptional project management abilities, a tenacious work ethic, and the agility to thrive in evolving environments. Actively seeking an opportunity to contribute to a dynamic team by developing responsive, high-performing websites using modern frameworks.

Professional Experience

University of Texas at Arlington - Enrollment Management Arlington, TX

Program Assistant Director of online communications
Sept 2023 - Present

- Redesigned the Enrollment management websites to improve navigation and enhance user experience for prospective and current students, as well as parents.
- Conduct ongoing maintenance of Enrollment Management websites using Sitecore, including updating events, creating new subpages, and managing content.
- Leverage Google Analytics to monitor and report on top-performing pages, using insights to inform the planning and execution of targeted marketing campaigns.
- Develop and optimize new website sections, adding valuable information and clarity for diverse audiences, including prospective students, current students, and parents.
- Design and implement visually appealing, user-friendly event registration portals using Slate CRM.
- Create and manage responsive HTML email marketing templates within Slate CRM to support targeted communication efforts.
- Utilize Siteimprove to ensure all Enrollment Management web content complies with ADA (Americans with Disabilities Act) standards for accessibility.
- Oversee the maintenance of University of Texas at Arlington microsites, ensuring accuracy and timely updates across all platforms.

University of Texas at Arlington - College of Business Arlington, TX

Web Developer
July 2019 – Sept 2023

- Led the transition of the College of Business website to the new Sitecore platform, ensuring a seamless migration from the previous version.
- Collaborated with various departments, including Accounting, Economics, Finance, ISOP, Management, Marketing, UBS, GBS, HCAD, and the Office of the Dean, to provide routine website updates and maintenance, ensuring accurate and up-to-date content.
- Developed and enhanced multiple sections of the College of Business website, including the creation of a News and Events section, department and program page redesigns, homepage revamp, and structural improvements. For a detailed showcase of completed projects, please visit my portfolio website.
- Designed and maintained HTML email marketing templates using MyEmma, supporting the College's communication efforts.
- Conducted regular ADA compliance checks on the College of Business website and email campaigns using Siteimprove, achieving one of the highest compliance scores among all UTA colleges.

Epimed International Farmers Branch, TX

Web Developer
May 2014 – July 2019

- Managed and developed content for multiple Epimed websites by collaborating with graphic design, sales, marketing, regulatory, and video production teams to ensure high-quality, cohesive results.
- Epimed: A fully functional e-commerce site offering over 150 products. Key features include categorized product listings, filtered search, product inquiry forms, a WordPress CMS backend, custom email templates,

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jQuery-enhanced forms, WooCommerce filters, and a modern landing page design.

- PainCast: A members-only platform for medical professionals, providing access to in-house training videos and a professional networking hub. Highlights include a credential verification system for registration, educational videos, RSS-feed articles, doctor-hosted podcasts, weekly news updates, user forums, a dedicated member section, and an advanced content filtering search tool.
- Raczlab: Developed and maintained several websites promoting medical courses in Dallas, Budapest, and the Netherlands, featuring an event registration system, attendee testimonials, and downloadable workshop materials to enhance user engagement.

The Shorthorn Arlington, TX

Lead Digital Development Technician

July 2013 – December 2013

- Enhanced and maintained the digital and technical infrastructure of *The Shorthorn*, the student-run newspaper at the University of Texas at Arlington, serving a readership of over 100,000 students and alumni.
- Pioneered innovative solutions, including the development of microsites, mobile and digital applications, social media integration tools, searchable databases, interactive features, mobile apps, and live-streaming capabilities to elevate audience engagement and modernize the publication's digital presence.

Education

University of Texas at Arlington Arlington, TX

Bachelor of Arts in Communication Technology

January 2010 – December 2013

Skills

- Adobe Acrobat
- Adobe Creative Suite
- Bootstrap
- Cascading Style Sheets (CSS)
- Cascade
- Collaborative Problem Solving
- Communication
- Content Management Systems (CMS)
- Critical Thinking
- Email Marketing
- Email Template Creation
- Foundation
- Google Analytics
- HTML
- JavaScript
- JQuery
- Microsoft Office
- My Emma
- MySQL
- Photoshop
- PHP
- Project Management
- Relationship Building
- Sitecore
- Siteimprove
- Slate - CRM
- Social Media
- Web Development
- WordPress