

# NICK LADART

DIGITAL MARKETING, FRONT-END DEVELOPER, UI/UX DESIGNER

## ABOUT

901.626.4405

nladart@gmail.com

<http://nicklad.art>

Web developer, UI/UX designer and digital marketing expert who's dedicated to building and optimizing the performance of user-centric, high-performance digital products that user's love. Leveraging technical, analytical and creative problem-solving skills, I create world-class digital products that fuel competitive advantage, brand awareness and revenue growth.

## EXPERIENCE

### VROOM DIGITAL LLC

Lead Web  
Developer, Director  
of Digital Marketing

Atlanta, GA  
2009 - present

Work collaboratively with clients and in-house teams to plan, design, develop and optimize a wide variety of digital products and digital marketing campaigns.

- Work with senior leadership to manage large, complex design and development projects for clients.
- Develop project concepts and optimal workflow.
- Collaborate with designers and product owners to create great user experiences and interfaces.
- Carry out quality assurance tests and cross browser/device testing to discover errors and optimize usability.
- Report and optimize campaign or digital product performance results.
- Create strategies for meeting digital marketing campaign goals.

## EDUCATION

### UNIVERSITY OF TENNESSEE

Knoxville, TN

B.S. Business Administration  
2007

## SKILLS

Web Development HTML5 / CSS3 Sass / SCSS JavaScript, ES6, jQuery PHP MySQL XML / JSON SVG / Canvas  
Content Mgmt Systems: WordPress Magento Frameworks: Zurb Foundation Material Design Language  
Bootstrap Devops & Automation Git / GitHub Docker Jenkins and Travis CI Gulp, Browserify, Webpack,  
Bower, NPM, NodeJs Mocha Test Framework UI/UX Design Adobe CS - Photoshop, Illustrator, Adobe XD  
Sketch Framer Pencil and paper or whiteboard Conversion Funnel Optimization Other Related Skills  
Google Analytics Certified Google AdWords Certified Marketing Automation Platforms - Salesforce,  
Salesforce Marketing Cloud, Pardot, Marketo Email Marketing - Mailchimp, Campaignmonitor BEM  
Methodology Web Accessibility / ARIA Greensock Animation Framework Search Engine Optimization Agile  
Development MVC JavaScript Frameworks - KnockoutJs, Angular Js, Backbone Js iTerm WebVR WSDL,  
REST, SOAP Integration Facebook Advertising Facebook App Dev

\* See Example Work & References at <http://nicklad.art> \*

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