MCCADE FREEMAN
COVINGTON, KY
freemanmccade@gmail.com

Education:

University of Kentucky – *(August 2013 - May 2017)*   *Lexington, KY*
- Major: B.S. Computer Science
- Minor: Mathematics

Work Experience:

DeanHouston (*May 2021 - Present*)   *Covington, KY*
Web Developer
- As part of the agency's digital team, develop websites, landing pages, email campaigns, and interactive web tools tailored for industrial B2B clients. Build and maintain custom web solutions using a typical LAMP stack, deployed on platforms such as DigitalOcean, AWS, and WP Engine. Leverage PHP, ES6 JavaScript, SCSS, MySQL, and custom WordPress themes to deliver responsive and visually appealing designs. Work across various platforms, including WordPress, Sitefinity, and HubSpot, integrating JavaScript libraries like jQuery and CSS frameworks such as Bootstrap. Create interactive product demos and implement HubSpot integrations to enhance marketing strategies. Design and develop drag-and-drop email templates, enabling clients and the Demand Generation team to easily create and customize campaigns. Conduct Routine server and site maintenance to ensure optimal performance and reliability for a diverse client portfolio.

Catalvst (*August 2020- May 2021*)   *Lexington, KY*
Lead Web Developer
- Led web development efforts at a small startup, focusing on building and enhancing Squarespace websites. Collaborated closely with designers and copywriters to customize templates, implement design and content updates, and ensure responsive functionality across devices. Integrated third-party libraries to extend site features and meet unique client requirements. Provided ongoing maintenance and support to optimize site performance and deliver a seamless user experience.

Aquatic Resources Management (*May 2018 - July 2020*)   *Lexington, KY*
Data Entry Operator
- Collected and organized water sample data provided by field agents, ensuring accurate input into the company's proprietary data system. Cross-referenced sample labels with accompanying documentation to maintain data integrity. Prepared and labeled new sample bottles for field agents, ensuring timely distribution. Managed historical data organization for efficient retrieval and responded to email inquiries to support operational workflows and maintain clear communication.

Notable Projects:
- MKMorse.com: Served as lead developer for WordPress site utilizing WooCommerce to manage product listings. Integrated external APIs using PHP to dynamically fetch and display product data, ensuring accurate and up-to-date information. Customized WooCommerce functionality to meet specific client requirements, including tailored product filtering and search features. Implemented SSO integration to connect with the client's existing app, providing a seamless login experience for users. Optimized site performance and implemented responsive design principles to enhance user experience across devices.
- NRPJones.com: Served as lead developer for WordPress site featuring thousands of product variations. Designed and implemented a customized CSV import process to efficiently manage and upload product data. Ensured accurate representation of product variations and optimized site performance for seamless user experience.
- Venturo.com: Served as lead developer for adding a hybrid customer and distributor portal to an existing WordPress site. Implemented a product part finder with RFQ functionality, leveraging cookies with JavaScript to create, store, and update cart information. Utilized custom fields and post types to store, edit, and display quote requests for the client, ensuring seamless integration with the existing site architecture. The portal enhanced user engagement and operational efficiency by allowing customers and distributors to easily request quotes and track their status in real-time, while also enabling the client to manage and update quote requests with greater transparency and control.

Technical Skills:
- Javascript, HTML, CSS, PHP, MySQL, WordPress, React, Svelte, Python, Java, C#, C++