

Kelly Towle

Web Developer (Front-End)

Dallas, TX 75214
972.200.3663
Websites@KellyTowle.com
<http://www.KellyTowle.com/>

Professional Experience

June 2008 – Present

Web Developer

[CONFIDENTIAL], Dallas, TX

Hired to be a Front-End specialist, in addition to development my duties have included establishing best practices guidelines and Front-End development standards for the development group, as well as presenting information to the company at large.

Aspects of my current role in the organization:

- > Standardizing JavaScript libraries, supported browsers, and open-source modules for future projects
- > Creating and maintaing a "living document" of best practices for accessibility, media-independence, cross-browser compatibility, and progressive enhancement techniques.
- > Giving presentations on the importance and value of proper Front-End development
- > Developing and maintaining several sites within Content Management Systems such as Ektron, SiteFinity, and Kentico
- > Personally mentoring, training, and educating developers on HTML, CSS, and JavaScript techniques
- > Working closely with back-end developers using XML / XSLT as a hand-off point between roles
- > Working closely with creative group to educate designers on the differences between and limitations of web, print, and handheld media
- > Collaborating directly with Account Service department during strategy and concepting phases of major projects

May 2007 – June 2008

Web Developer

IMC², Dallas, TX

Responsible for the Front End development of websites, web applications, and HTML emails. Was recognized by the company's "Raise the Bar" initiative to showcase employee successes.

Duties and successes included:

- > Complete development of Pfizer's Xalatan.com and Front-End prototypes for Pfizer's Lipitor.com website
- > Full Front End development of Schering Plough's Lotrimin.com website
- > HTML email creation for Mars' MyM&Ms brand, Iams, and Proctor & Gamble's Always brand, compatible with Yahoo! Mail, Gmail, Hotmail, Outlook, and Lotus Notes.
- > Worked extensively with the SiteBuilder CMS for Documentum, developing both client-side XHTML/CSS/JavaScript as well as server-side JSP for presentation logic
- > Received approval from Pfizer's internal IT structure regarding a case I presented for IMC² to circumvent unnecessary CMS features that prohibited proper Front-End development
- > Was involved in several conceptual meetings for the MyM&Ms "Faces" promotion, offering insight and feedback into the challenges of building the promotion without the use of Flash.

Continued on next page

Kelly Towle

Web Developer (Front-End)

Dallas, TX 75214
972.200.3663
Websites@KellyTowle.com
<http://www.KellyTowle.com/>

September 2006 – May 2007

Web Developer/Designer

Layered Technologies, Frisco, TX

Was instrumental in the design, development, and maintenance of several public-facing websites. Accomplishments included:

- > Development of websites with an emphasis on scalability using technologies such as CSS and XHTML, as well as ongoing site maintenance
- > Designed and built PHP press release application, allowing for the queuing of releases on multiple websites as well as RSS newsfeeds.

August 2001 – August 2006

Web Developer/Designer

The Planet Internet Services, Dallas, TX

During my time at The Planet I was tasked with the overall maintenance of the company's websites, which reached a total of five individual corporate and product brand websites for the company.

Continued on next page

Kelly Towle

Web Developer (Front-End)

Dallas, TX 75214
972.200.3663
Websites@KellyTowle.com
<http://www.KellyTowle.com/>

Professional Skills

Key

--> **Currently Using**

--| **Have Used Previously**

Development Skills

Skill	Level	Years:	1	2	3	4	5	6	7	8	9	10+
HTML 4.x	Expert	-----										
XHTML	Advanced	-----										>
CSS	Advanced	-----										>
JavaScript	Moderate	-----										>
Browser compatibility	Advanced	-----										>
JSP	Novice	-----										
PHP	Moderate	-----										
SQL	Moderate	-----										
XML	Moderate	-----										>
RSS	Advanced	-----										
XSLT	Novice	-----										>

Software Proficiency

Skill	Level	Years:	1	2	3	4	5	6	7	8	9	10+
Text Editors	Expert	-----										>
Photoshop	Advanced	-----										>
Dreamweaver	Advanced	-----										>
Illustrator	Moderate	-----										
Flash	Moderate	-----										
Internet Explorer	Expert	-----										>
Firefox	Advanced	-----										>
Opera	Moderate	-----										>
Safari	Moderate	-----										>
iPhone Web Apps	Moderate	-----										>

Need more information? Seeking references?

Please send all questions or requests for additional information via email addressed to Kelly Towle at Websites@KellyTowle.com, or check out my online portfolio at <http://www.KellyTowle.com>.