

Meagan Hanes

Web Project Manager

WordPress Designer &
Developer

WordCamp Speaker

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PROFILE

Meagan is a creative & passionate WordPress solutions provider with a proven record of executing a wide range of new media projects on time and under budget. She has exceptional knowledge in using computers, industry-standard programs, the Internet and social media, and digital asset creation, specializing in the accessible and responsive platform of WordPress.

Meagan has extensive experience in managing time and resources in order to exceed goals and expectations. She is a true believer in the power of honest customer service results with outstanding client communication levels, satisfaction, and referrals. Meagan gives back to the local community by mentoring and speaking about technology for Ladies Learning Code, WordCamps, and WordPress Meetups across Canada.

EXPERIENCE

September 2012 – Current

Love Digimedia

Owner and Creative Director

- > Operates Love Digimedia, a WordPress web design, development, and support offering for local businesses of all sizes
- > Consults with clients on leveraging digital marketing to achieve their business goals using WordPress, social media, email marketing, and AdWords purchases
- > Manage project from initial scope through to final development & deployment
- > Create custom front- & back-end solutions using web and WordPress standards
- > Provide education, ongoing support, maintenance, and problem resolution/feature requests to clients throughout the post-deployment period

March – November 2015

Epiphan Video

Lead Web Developer

- > Developed and managed Epiphan's WordPress e-commerce website, including a custom WordPress theme, WooCommerce, Yoast SEO, and numerous other plugins (ContactForm7, Product Addons, Table Rate Shipping, EU VAT Tax Exclusions, many customized) to achieve a worldwide accessible purchasing and marketing platform that processes over \$1M in sales annually
- > Developed WordPress integration with a custom PHP/MySQL CRM system
- > Performed and deployed Core & Plugin updates with thorough use-case testing
- > Integrated various marketing and communication services: Google AdWords, Google Analytics, Google Merchant Center, Jumplead Leadgen, Zopim Chat
- > Communicated website results to C-suite management on a monthly basis

November 2014 – March 2015

The Hill Times Publishing

WordPress Developer

- > Responsible for the redesign of the Hill Times suite of websites, migrating from Drupal to WordPress, including over 20,000 news articles and over 150 authors
- > Required custom theming and plugin customization, advanced plugin integration, custom PHP function creation, standards-compliant HTML/CSS design and development using the Foundation by Zurbs framework

May 2008 – March 2010

IBM Canada, Cognos BI Division

Software Developer

- > Performed all duties of a large-scale audio production studio in successfully hosting, producing, and marketing company-wide podcasts
- > Managed and developed a custom coded internal .NET/ASP2.0 web app
- > Developed reports to analyze reception of website and presented to senior management

EDUCATION

September 2004 – April 2008

Carleton University, Ottawa, Ontario, Canada

Bachelor of Information Technology: Interactive Multimedia and Design

- > Sample of Courses: Web Development, Computer Programming, Graphic Design, Visual Dynamics, Multimedia Data Management, Audio and Video, Design & Authoring, Marketing in the IT Sector, Aspects of Product Design Methodology, Human Computer Interaction & Design, Technology and Culture, Design Studios 1-4 & Senior IMD Project (team productions)
- > Received George Fierheller scholarship
- > Program conducted with Algonquin College; graduated with an **Ontario College Advanced Diploma** in addition to Bachelor of Information Technology.

COMMUNITY WORK

August 2015 – Current

Founder & Lead Organizer, Arnprior WordPress Meetup

Run a monthly meetup group for WordPress users, designers, developers, in which we meet and discuss all kinds of topics regarding the WordPress ecosystem – file structures, marketing strategies, plugins, site optimization, WordPress.com versus WordPress.org, the WordPress Project, etc.

October 2013 – Current

WordCamp Ottawa & Ottawa WordPress Meetup Co-Organizer

Contribute to brainstorming, organization, execution, and marketing of this community-focused accessible technology conference. Foster the Ottawa WordPress community.

WordCamp Speaker: Ottawa, Toronto, Montreal 2013-2015

Present 45 minute talks on the subject of WordPress and related areas of interest to audiences of 100-300 people. Answer technical questions, leave audience educated and inspired to continue with their learning journey.

Ladies Learning Code Teacher, Mentor

Mentor and instruct ladies (and gentlemen) on various code-related topics: CSS, HTML, and WordPress.

SKILLS INVENTORY

TECHNOLOGY SKILLS

- > WordPress CMS Design, Usage, and Customization
- > Web Design & Development, Troubleshooting
- > Expert in HTML & CSS
- > Experienced in JavaScript, jQuery, PHP, SQL, Bootstrap/Foundation, LESS/SASS
- > Version Control: SVN, Git, Github/Bitbucket
- > Internet Marketing, SEO, Blogging
- > Windows operating system (all versions)
- > Mac and Linux operating systems
- > Graphic Design & associated programs (Adobe suite)
- > Audio and Video Production
- > Photography & Post Processing
- > Word Processing, Spreadsheets, Presentations, Report Creation
- > Mobile Application Usability (iPhone and Android)

MANAGEMENT AND PEOPLE SKILLS

- > Languages Spoken: English, French, Japanese
- > Provide Technology Answers in an Easy-to-understand Way
- > Communicate Clearly, Persuasively and Effectively
- > Answer Questions Confidently
- > Delegate Tasks based on Skills/Desires
- > Train and Grow Team, Motivate and Coach Team
- > Resolve Conflict
- > Set and Achieve Plans and Projections
- > Provide Valuable Feedback
- > Foster a Culture of Success
- > Utilize Technology to Facilitate Project Management
- > Develop SMART Goals
- > Create and Communicate Documentation
- > Develop and/or Follow Standard Operating Procedure

REFERENCES

References available upon request.