



# DAYTONA WILLIAMS

Web Developer/Designer and Digital & Business Marketer

## CONTACT



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daytona-w.com

## SKILLS

- Great communication techniques
- Problem solving skills
- Organized, professional, detail oriented
- Team work and leadership
- Critical thinking skills
- Adapting to challenges effectively
- Strategic prospecting
- Enhancing efficiency & performance
- Driving continuous improvement
- Achieving all objectives
- Team management
- Great use of initiative
- Integrity and trust
- Analysing & gathering information
- Ability to prioritise
- Decision making skills
- Able to work flexible hours
- Excellent in the use of technology
- Client acquisition and retention
- Organized in procedures & motivation

## HOBBIES

- Blogging
- Amateur Chef & Foody
- Amateur Astronomy
- Gardening
- Running

## ABOUT ME

An Enthusiastic Web Developer and Business Marketer with nearly 20 years of business marketing experience and 5 years of web development and digital marketing experience. Staying current is the name of the game in this business. Innovation is giving birth to new technologies and market trends at a rate we've never seen. I stay on top by taking on challenging new projects and by continuing my education. As you will see, my resume reflects the continuous expansion and practical application of my original knowledge base. I believe that the combination of my work experiences, life experiences and education make me uniquely qualified to build the perfect website or web-based project for you or your business. Come see more at [daytona-w.com](http://daytona-w.com)!

### Core Competencies:

- Web Development
- Coding & Programming
- Cross-Browser Compatibility
- Site Troubleshooting
- WordPress Development
- Hosting & Maintenance
- CRM & CMS Platforms
- UX & UI Design

## EXPERIENCE

### Freelancer

Dec 2018 - Present

#### Daytona-w.com

- Taking on web dev & design projects for personal use & business
- Creation of high-quality websites for business marketing

### Freelance Web Developer

Jan 2015 - Present

#### Revenue Rocket Labs

- Development and design of user-oriented websites with an emphasis on increasing sales & revenue

### Business Coordinator

2002 - Present

#### AD Healthcare Management

Responsible for increasing patient referrals at all 4 practices under AD Healthcare management by:

- ☑Acting as physician's liaison
- ☑Managing, creating & developing practice website
- ☑Managing social media campaigns
- ☑Community outreach Overseeing all things involved with marketing including creation of ads & placement, literature, logos etc.

## REFERENCES

Available Upon Request

## EDUCATION

### Udemy

Jan 2017 - Present

#### Web Development & Digital Marketing

Core Areas:

- Bootstrap5
- WordPress for Business
- Social Media Marketing

### Umass Lowell

Jan 2015 - Dec 2017

#### Computer Science w/ focus in web dev & digital marketing

Coding & Markup Languages:

- Javascript, JQuery, HTML, CSS, XML, C, PHP
- Perl, Python

Digital Marketing:

- Ecommerce

### Western New England University

**B.A. 2000 Integrated Studies with concentration in Psychology & Criminal Justice**