

# COLIN SODERSTROM

Web Developer



## Profile

Hello. I'm Colin and I'm a multi-talented developer. You could also call me a front-end developer, graphic designer, email specialist, multimedia marketer, print designer, or other defined titles in these areas.

## Objective

Provide my experience to collaborate with a team solving challenging problems and creating innovative solutions.

## Experience

### Email Marketing Specialist

*Coborn's Inc. December 2019 – Present*

Lead email campaign developer for Coborn's, Cash Wise, Marketplace Foods, and Hornbacher's. Lead More Rewards application email developer.

- Migrated multiple email platforms to IBM Acoustic.
- Building new custom themes to meet project demands.

### Front-End Web Designer

*Cambria, November 2018 – August 2019*

Lead Front-End Developer for Cambria's Digital Marketing Team. Developed content for cambriausa.com, email campaigns, and sub domains.

- Updated and created content on cambriausa.com using WordPress, Page Builder, and other platforms.
- Migrated legacy sub-domains from legacy CMS' into the existing WordPress platform.

### Marketing Web Developer

*ECi Software Solutions, August 2017 – June 2018*

Web Developer for the JobBOSS Digital Marketing Team. Built content for jobboss.com, product campaigns, and multimedia projects.

- Created several new web content areas for JobBOSS product add-ons.
- Integrated HubSpot into the WordPress domain.

### Web Developer

*Room & Board, July 2016 – June 2017*

Web Developer within the Web Customer Experience Team. Developed and maintained roomandboard.com working with the back-end development team.

- Migrated main content from static to fully responsive with multi-device QA testing.
- Learned Foundation CSS and integrated best practices.

## Hobbies

Drawing, biking, lifting, home improvement, gaming, playing guitar, music, furniture building, snowboarding, frisbee golf, running, and more.

## Social

[Linkedin](#)

[Facebook](#)

[Twitter](#)

[Instagram](#)

## Experience (cont)

### Front End Web Developer

*Marketing Edge Group, October 2015 – July 2016*

Main Web Developer for the Minneapolis Digital Team.

Developed, built, and maintained client web marketing solutions.

- Optimized an application for client needs assessment for Quest Diagnostics.
- Learned PHP to integrate middletoninsurance.com into its own domain and sub-domains.

### Web Developer

*3M, August 2010 – September 2015*

Web Developer on the U.S. Web Development Team. Developed for all of the main 3M brands including, Post-it, Scotch, Command, Filtrete, and many more.

- Migrated multiple brands from static to responsive layouts.
- Optimized the Command.com home page.
- Developed responsive translatable web layouts.
- Promoted from Intranet Developer to Web Development Team.

## Education

Devry University AA In Web Design, Fall 2009 – January 2012

University of Minnesota Duluth, Fall 2006 – Spring 2009

Hopkins High School, Fall 2003 – Spring 2006

## Skills

Adobe Suite

Bootstrap

CSS

Expression Engine

GitHub

Google Analytics

HTML

Hubspot

JavaScript

Jira

Joomla

jQuery

LESS

Microsoft Office

PHP

Responsive Design

SASS

SEO

Wistia

WordPress

XML

XSLT