

Derek Short's Résumé (CV)

Summary

I help organizations and businesses grow or enhance their online presence, enabling them to stay ahead of their competitors.

Non-Technical Skills

- I have excellent verbal, written, and presentation skills, including excellent interpersonal skills.
- I take a collaborative approach when working with clients.
- I have a service-oriented attitude toward helping clients.
- I'm a self-starter who demonstrates high levels of enthusiasm and creativity and exhibits good follow-through.
- I possess strong organizational and time management skills, enabling me to effectively manage tasks across multiple projects in a team environment.
- I'm motivated to solve problems, take on new tasks based on customer requests, and continually improve.

Technical Skills

Website Builders/Platforms

- WordPress
- Bricks Builder
- Divi by Elegant Themes
- Elementor
- GoDaddy
- Weebly
- Wix

Programming Languages

- Advanced HTML and CSS
- Some PHP
- Some JavaScript (JS)

Other Programs/Apps

- WordPress plugins: Automatic CSS, Frames, Rank Math SEO, Perfmatters, and more.
- Microsoft Office apps, Apple office apps, Google office browser apps
- User Interface (UI) and User Experience (UX) design
- Meta (Facebook, Instagram) Business Suite
- Linearity Curve (formerly Vectornator, vector art program)
- Mobile-friendly (responsive) design
- SEO (Search Engine Optimization)
- Google Search Console
- Google Business Profile
- Google Analytics
- Visual Studio Code
- Adobe Photoshop
- Grammarly

Education

- 2009 – Advanced Regents Diploma – Palmyra-Macedon High School – 151 Hyde Parkway, Palmyra, NY 14522
- 2009–2010 – Digital Cinema – Rochester Institute of Technology – 1 Lomb Memorial Drive, Rochester, NY 14623
- 2016 – Computer Science, A.S. – Finger Lakes Community College – 3325 Marvin Sands Drive, Canandaigua, NY 14424

Experience

- English and Computer Tutor – Student Help Center – FLCC Wayne County Campus Center (Newark, NY) – 2012
- Website designer and developer since 2016
- Business owner of Derek's Websites and More LLC since April 2021
- Digital marketing expert since 2022

Honors And Certifications

- 2013 – Alpha Beta Gamma honor society at Finger Lakes Community College
- 2013 – Phi Theta Kappa honor society at Finger Lakes Community College
- 2021 National Disability Employment Awareness Month Business Recognition Certificate (picture on website)
- 2021 – The Complete Digital Marketing Course: 12 Courses in 1 course completion certificate (picture on website)
- 2021 – Google Analytics: Beginner to Intermediate course completion certificate (picture on website)
- 2021 – LinkedIn Marketing, Lead Generation, and B2B Sales course completion certificate (picture on website)
- 2021 – Wix Web Design Level 1: Beginner course completion certificate (picture on website)
- 2021 – Wix Web Design Level 2: Intermediate course completion certificate (picture on website)
- 2022 Stellar Business Award for Best Digital Marketing in Macedon, NY
- 2022 Wayne County Small Business Week Certificate of Recognition (picture on website)
- I'm on the list for Top Web Design Companies in New York.

Contact Information

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- YouTube business channel:
https://www.youtube.com/channel/UCDg6rKQeqheMCihSs8NM_TQ
- LinkedIn company profile:
<https://www.linkedin.com/company/dereks-websites-and-more>
- LinkedIn personal profile:
<https://www.linkedin.com/in/derekjshort/>
- Alignable company profile: <https://www.alignable.com/macedon-ny/derek-s-websites-and-more>