

# Aaron Hodges

## Team Lead, Web Design and Development

Portfolio: <https://aaronhodges.carbonmade.com>

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### PROFESSIONAL PROFILE

**Mindful web designer & developer with 17+ years of experience.** Expertise in creating meaningful web experiences for both the customers and the end-users. Dedicated to working and leading with empathy and enthusiasm. Big believer in building relationships in every facet of work.

#### Highlights:

- Designed and developed web sites for hundreds of situations, of varying needs and audiences.
- Enjoyed rewarding relationships with company's most important customers.
- Looked to for thought leadership and insights.

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### SKILLS MOST RELEVANT TO HUBSPOT

- HubSpot Inbound Marketing Certified
- Web and Email Marketing Experience
- Content Management and CRM
- Development for CMS
- Fully Responsive Design
- Fully Responsive Development
- UX and UI Design
- Search Engine Optimization
- Thought Leadership
- Mentorship
- Project Management
- Customer Delight

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### EXPERIENCE

#### PlumChoice, Inc.

*Team Lead, Web Design and Development*

Lowell, MA

2008 – present

- **Manage** a web design and development team
- **Design, implement and maintain** white label sites for our partner sites, including: **AT&T** Tech Support 360, **Verizon**, **HP**, **Avast**, **PC Richard**, **Suddenlink**, **Cox Communications**, **BitTitan**, **Samsung**, **PlumChoice Business Services** and **PlumChoice** corporate (among others)
- **Work directly with clients** about their web sites and offer insights and guidance to get them where they need to go
- **Grow** young, unproven **individuals into talented contributors**
- **Work across departments** to assist in building and understanding online marketing
- **Provide UX and UI design** to web and software projects
- **Build out responsive designed sites** using Bootstrap and in custom WordPress development
- **Led the design and development of a web app** for use by small businesses
- **Produce videos** for product demos (storyboarding, writing, directing and sometimes editing)

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## Maptech, Inc.

Amesbury, MA

*Lead Interaction Designer and Developer*

2007 – 2008

- **Oversaw design and implementation** of ASP site for ecommerce site: CapJack.com
- **Site Design and Development** for MapTech.com and CapJack.com (ecommerce)
- **Produced video presentations** for tradeshow, video help tutorials and for web campaigns
- **Designed and animated flash ads** and presentations
- **Oversaw photoshoots** for use in print and online catalog
- **Designed UI elements** for Terrain Navigator Pro software

## Percussion Software

Woburn, MA

*Webmaster / UX & UI Designer / Graphic Designer*

2004 – 2007

- Designed new graphics for software UI, and **improved the HTML and CSS code for the company's CMS** product, **adopted as a “best practice”**
- **Ongoing contributor** to discussions on improvements to the company's CMS product
- Designed and developed multiple company web sites
- **Web and email marketing**; print design

## Random House

New York, NY

*EBook Digital Producer*

2004

- **Created time-saving enhancements**, dramatically **increasing production by 20x**
- Produced EBooks, working directly with XML, XHTML, CSS, PML, etc.

## SportsIllustrated.com

Atlanta, GA

*Webmaster*

2000 – 2003

Implemented & maintained over **21 main sport sections and thousands of high-content, high-traffic pages**, including the NFL, NBA, MLB and NHL playoff sections, as well as the SI Swimsuit section

## Logiciel Consulting

Atlanta, GA

*Computer Consultant*

1999 – 2000

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## EDUCATION

**Bachelor of Arts, English**

The University of North Carolina - Chapel Hill

Minor: **Information Systems**