Lee Townsend

LeeTownsend.me • LinkedIn.com/in/dltownsend3/ • **(352) 672-7574** • **Lee@LeeTownsend.me**

Meticulous Senior Web Designer and Developer with 12 years of experience creating digital experiences and assets that drive election wins and strengthen businesses.

Experience

Senior Web Designer & Developer @ Data Targeting • *February 2016 - Present*

Data Targeting is a full-service political consulting firm that runs campaigns all over the US

- Producing custom-designed websites and web apps from concept to launch
- Designing web ads, social graphics, and emails
- Consulting with clients to determine needs and strategy, and launch updates
- Collaborating with other teams to strategize and maintain creative theme across all collateral
- Frequent performance analysis and optimization of our tech stack and websites

Accomplishments:

- Produced **over 100 websites** for happy clients
- Launched secure donation portals, generating **tens of thousands in donations** to campaigns
- Developed a campaign site for a **$15M initiative that prevented a $700M tax increase** on Floridians
- Optimized SEO strategies, resulting in top Google search rankings for our clients
- Created successful petition websites that enabled voter advocacy and helped block oppressive laws
- Built WordPress template theme, streamlining site deployment and saving hours of development time

Web Designer / Developer @ Freelance • *2013 - Present*

Consulting with clients and delivering tailor-made websites

Accomplishments:

- Created an e-commerce site for a musician generating **$34K+** in video lessons
- Expanded my church's presence across major platforms and boosted visibility to **Google's first page**
- Launched several other church sites bringing in **thousands in donations** & connecting members & staff
- Built the front end for a fully interactive event platform that garnered investment from **L'Oréal Paris**

Front End Developer @ Jumpem • *March 2015 - October 2015*

Built websites from mockups by the design team on a custom managed CMS

Web Designer / Developer Intern @ Data Targeting • *May 2014 - October 2014*

Created websites, web ads and emails, and managed content

Video / Media Technician @ Total Video • *2011 - 2013*

- Transferred video and audio from analog formats to digital
- Maintained and repaired machines
- Performed editing and mastering
- Conducted customer service

Education

Santa Fe College
Web Design, Digital Media Technology - Associate of Science • *2013*

References

Matthew Pesek • former colleague • (321) 750-9572 • matthew.pesek@gmail.com
Andrew Garfield • former colleague • (352) 215-3232 • andyjgarfield@gmail.com
Neil Polzin • current colleague • (352) 226-4176 • npolzin06@gmail.com
Mary Kelly • former employer • (352) 316-4415

Core Skills

UX/UI Design, Front-End Development, WordPress, HTML, CSS, JavaScript (React, Vue, jQuery), PHP, Accessibility (WCAG), Performance Optimization, Design Systems, Figma, Adobe Creative Cloud, Git, SEO

Hobbies

Banjo, guitar, armwrestling, hiking, rock climbing, weightlifting, fishing, craft breweries