

CASEY DWAYNE HODGE

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SUMMARY

I am a multi-discipline web developer that focuses in creating human-centric products and expanding a business' bottom-line with smart online marketing.

TALENTS

Web Development

10 Years' Experience

I am primarily a front-end developer with the ability to code backend applications. I prefer converting challenging designs into user-friendly code, though also enjoy contributing to the UX process (as the two go together).

I can write all of the HTML, CSS, and JavaScript needed from scratch, but am familiar with several time-saving frameworks such as React, Tailwinds, et al. I prefer Node based solutions but have worked with PHP a lot too. I also have experience with popular SaaS products such as WordPress, Shopify, SquareSpace, and many more. Ask for more details!

Design

12 Years' Experience

I am a technical designer capable of using tools such as Adobe Photoshop, Illustrator, Premiere, and After Effects to create high-quality multimedia. I am not an artist in the traditional sense – my design skills are based on technical needs.

This one's always fun to explain at parties: my form of design uses data science to create visuals that are intuitive, to spec, and serve their purpose (meaning I create things that work but aren't exactly visually stunning). Aspects of technical design, such consistency, math-based color and spacing, etc. are commonly overlooked by the public (unless they aren't there, which can make almost any large design project look bad).

Marketing

12 Years' Experience

I have a long history with marketing. It was my original career plan and focus in school, shifting to design and development after launching my first company.

I love marketing. It's a fun creative challenge to help businesses grow! However, the reality of working in marketing is often extraneous and jejune. Still, I help businesses develop plans, execute strategy, and keep things consistent across brand lines. I also do SEO, PPC/SEM, assist with print, write copy, crunch data, and use my skills above in this area.

PROJECTS

The DSB (Dynamic Site Builder)

My largest personal software, The DSB, is a modular collection (similar to a framework) that makes building sites and software much easier. It uses a custom Node ecosystem for development and can deploy sites & web-based applications in Node and PHP.

The MLS App

My largest professional software, the MLS app is comprised of 3 parts: a scraper, a custom backend that serves as a RETS-compliant API, and a dynamically generated front end.

PROTO

Though discontinued, PROTO offered a multitude of manipulations for native JS objects (similar to LoDash and others). It was rolled into the DSB around the same time I converted to NodeJS.

Other software

CSS Monster: Basically Tailwind years before Tailwind existed (2013).

Bliss Editor: A WYSIWYG editor for editing websites.

3D Baby: A top-level API/framework for Babylon (3D via WebGL).

Admin Panel: A central hub for my custom CMS, visually similar to Windows 7.

Database Manager: A top-level API and standalone application for maintaining databases.

Reviews API: An aggregator that stores company reviews from multiple sources.

File Manager: A top-level API and standalone application for controlling file systems.

Gridr: A CSS grid generator (similar naming structure to Materialize).

Sassy: A collection of Sass/SCSS based utilities for easier stylesheet generation.

I have also worked on several sites, landing pages and other web goodies. I commonly consult and work as support staff for companies with an existing web team. I occasionally tutor on JavaScript based animations (such as GSAP).

EMPLOYMENT

Independent Contractor

[2017-Present]

As an independent contractor I work with small to medium size businesses, utilizing all of my skills (depending on their need and budget). I have created several sites, marketing assets, assisted with plenty of code, consulted with dozens of individuals (as well as teams), and created/worked on a good deal of custom web-based software.

Responsibilities: Many of the same as duties as CDI (see below) but much more web based and fully remote. Other than light maintenance and new GUI modules for the DSB, no new personal software.

Software Developer [2015-2016]

After finishing my contracts under CDI, I began expanding and improving the software I made in the years prior. Much of my ecosystem was developed during this time. Though I had originally planned to offer it via Software-as-a-Service (SaaS), my situation and the market changed. I have made my money back on it several times over using it in freelance work.

Responsibilities: Stay up to date with the latest technologies, develop working software from start to finish.

Creative Design Influence [2009-2014]

CDI is a company I started 3 months after leaving university. For the first 2 years I offered B2C and B2B multimedia services, switching to B2B only (and focusing primarily on web services) by 2012. I created several websites and began creating custom software under CDI, but eventually grew tired of operating CDI (which consisted mostly of local clients). This service discontinued in 2014.

Responsibilities: Organizing and running day to day operations, meeting with clients, making sales, customer support, web design, graphic design, audio engineering, video production, photography, editing services, social management, brand development, creating and executing marketing activities, measuring and analyzing data, staying up to date with emerging trends and technologies in marketing, design and web development.

EDUCATION

Traditional education felt like watching reruns of a boring TV show. I'm an autodidact and learn much faster at my own pace. I regret attending school as long as I did.

East Tennessee State University 2008, Johnson City, Tennessee

Major: Business Administration | **Minor:** Marketing | **Extra Curricular:** Gym

Pellissippi State Technical Community College 2006-2008, Knoxville, Tennessee

Major: Business Administration | **Minor:** Marketing | **Extra Curricular:** Student Government

Rutledge High School 2002-2006, Rutledge, Tennessee

Dual Path (University and Technical) | **Extra Curricular:** DECA, SKILLS USA, VICA, Mock Trial

ACHIEVEMENTS AND AWARDS

2-time competitor at national level in DECA
(1st place at state/regional both years, Marketing Management)

Rated 6 (highest attainable) in Essay Writing
(Statewide competition, holistic scoring)

Awards for PowerPoint presentations
(Skills USA)

TECHNOLOGIES

This is a long and ever-growing list (seriously, I once made a spreadsheet). Here is an amalgam of technologies I have first-hand experience with, and is no way exhaustive or comprehensive:

JavaScript, HTML, Express, jQuery, Node, SQL (MySQL), NoSQL (MongoDB), PHP, CSS, Sass, SCSS, Angular, Bootstrap, Apache, YAML, Babylon, Animate, Ruby on Rails, Python, RegExp (Regular Expressions), GREP, CRUDs, Compass, MagicTime, ActionScript, Batch, Bash, Symfony, Bourbon, WordPress, JotForm, Gravity Forms, Avada, Elementor, Shopify, Google Analytics, Atom, NetBeans, Microsoft Azure, Docker, Grunt, Gulp, JSON, Webpack, XML, cURL, React, Vue, CSV, Laravel, Underscore, LoDash, Markdown, Polymer, GitHub, Git, Microsoft Visual Studio, 3D Studio Max, Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dreamweaver, TypeScript, Foundation, Jade/Pug, NetBeans, SauceLabs, HubSpot, HotJar, Asana, Trello, Discord, Slack, Steam, Facebook, Twitter, Google+, Google Maps, Google My Business, Zillow, TinyMCE, Browserify, Twig, Eclipse, Impress, CoffeeScript, ERB, Notepad++, GSAP, unit testing, Babel, HAML, Google AdWords (now Google Ads), Reddit Ads, YoastSEO, Neutrino, Mustache/Handlebars, Search Console, HootSuite, Yelp, Follow Up Boss, Fruity Loops, Reason, Adobe Soundbooth (now Audition), Live Reload, web sockets, hot module replacement, canvas, SVG, MAXScript, MailChimp, DNS records, cPanel, WHM, FTP, Cloud Flare, Captcha, NPM, Linux, Apache, SquareSpace, WIX, virtualization, cloud-based hardware, VPNs, scrapers, Phantom/headless Chrome, terminals/CLIs, and probably quite a bit more.

NOTABLE MENTIONS

Efficient with Digital Audio Workstations (for sound effects, soundtracks, music, voiceovers, etc.).
Experience with Microsoft Office Suite, including VBA/Excel scripting and good use of OneNote.
Rated Top 25% on StackOverflow.com & Top 30% in Content Writing on UpWork.com.
Coordination of project/customer management solutions such as Asana, Monday, etc.
Familiarity with studio gear related to lights, sound, cameras, and similar equipment.

PERSONAL

In my spare time I enjoy spending time with my family, hanging out with friends, learning things, and mindlessly scrolling through TikTok.

My long-term goal is to make a positive impact on society through inventions, advocacy work, & facilitating open discussions.