

# RYAN KEEFER

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## LEADERSHIP FOCUS OVERVIEW

Passion for technology and exploration with core focus to lead, coach, build and innovate with development teams through hands-on front-end, back-end and devops leadership, coding and experimentation.

## EXPERIENCE

### **RWK Digital** | Raleigh, NC – Oct 2019 - Present Technical & Development Consultant

Assist in scoping, development and other technical tasks for companies seeking outside assistance, production, and project-based work.

### **CLEAN, INC.** | Raleigh, NC – Sep 2014 - Oct 2019 Associate Technical Director

Managed, supported and mentored developer/project manager team, coding web sites, emails and apps with Agile/Kanban. Built internal dev resources, technology best practices and processes. Ran internal/external dev teams through daily standup, 1:1 and dev sharing. Assisted in pitches, new business and training of account/creative teams. Experimented, innovated and prototyped new technologies, advising on viability and suitability. Translated concepts into responsive, SEO-friendly, speed optimized web sites utilizing HTML5, CSS3, JavaScript, jQuery, PHP and WordPress.

### **THREE SHIPS** | Raleigh, NC – Apr 2014 - Sep 2014 Search Engine Optimization Manager

Managed team of SEO analysts/independent contractors. Generated/revised SEO strategies. Reviewed team output. Mentored and coached team. Delivered business results from SEO campaigns with a deep understanding of organic search best practices and strategies. Advised and implemented organic search campaigns. Presented to clients. Implemented/optimized web sites/properties using HTML, CSS, JavaScript, jQuery and CMS's (WordPress, HiFi, HubSpot, Drupal, etc.). Advised and managed technology best practices, procedures and streamlining of processes.

### **MEDTHINK COMMUNICATIONS** | Raleigh, NC – Aug 2013 - Apr 2014 Senior Front-End Developer

Built and maintained front-end/UI of web sites/apps for various medical/pharmaceutical clients utilizing HTML5, CSS3, and JavaScript/jQuery in an Agile environment. Developed/maintained HTML5, CSS3 and jQuery-based presentations in Veeva iRep iPad application. Worked as a liaison between technical teams and project management and clients.

### **CENTERLINE DIGITAL** | Raleigh, NC – Jan 2011 - Aug 2013 Interactive Developer

Translated concepts and information into rich interactive experiences utilizing HTML5, PHP, CSS3, JavaScript (jQuery and Dojo) in an Agile environment. Provided technical recommendations and estimations. Diagnosed and resolved technical issues with sites, databases and servers. Created, added and maintained a library of automated and repeatable web development and UI best practices. Created content management systems and custom web sites utilizing WordPress. Consulted with writers/directors on content strategy. Generated, informed and prototyped new concepts and ideas for sites, applications, games and other interactive experiences.

## EXPERTISE

Front-End Development

HTML/CSS

Development Team Leadership

WordPress Dev/Management

DevOps

JavaScript/jQuery

PHP

SEO

## EDUCATION

**BA in Journalism/Mass Communication**  
University of North Carolina at Chapel Hill  
Concentration: Visual Communication and Graphic Design  
Minors: Information Science and Music

## CERTIFICATIONS

DoubleClick Core Certification , HTML5  
HubSpot Marketing, Design and Dev  
U.S. Center for SafeSport Trained  
Youth Soccer Injury Recognition, Sideline  
Sports Doc

## CONTACT

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## EXPERIENCE

**ICONTACT** | MORRISVILLE, NC – Apr 2010 - Jan 2011

**Web Developer / Designer**

Designed, developed and maintained web sites and other web properties using HTML, PHP, CSS, and JavaScript in an Agile environment. Added/enhanced site interaction and display via jQuery. Created dynamic SEO web products and associated visuals. Coded sites to XHTML Strict standards. Browser tested various web properties. Created/maintained processes/standards for web, QA and SEO projects.

**ULANGUZI CREATIVE STRATEGIES** | Raleigh, NC – Jul 2006 - Apr 2010

**Developer**

Designed, developed and maintained web sites, mobile, eBlasts utilizing HTML, PHP, CSS, and JavaScript (Scriptaculous, YUI & jQuery) for a variety of commercial clients. Advised on/implemented web sites, maximizing SEM, cross-browser compatibility, site optimization and UX. Wrote web scopes, mapping out design and development projects. Acted as a liaison between the creative and development departments.

**NET32, INC.** | Cary, NC – Jun 2000 - Jul 2006

**Designer**

Designed, developed, and maintained dental e-commerce site and its UI/UX using HTML, CSS, and JS. Stayed current on SEO techniques and implementation. Developed and created promo emails. Developed/designed advertising and promotional campaigns using Adobe Creative Suite for Web, print, and other materials for customers and vendors.

## AWARDS

- Awwards.com Honorable Mention – GoInMyMind.com – 2018
- American Advertising Awards, Bronze – personifysearch.com – 2017
- Web Marketing Association, Outstanding Achievement in Web Development - Channel Advisor Catalyst Microsite – 2013
- Web Marketing Association - WebAward for iContact.com – 2010

## COMMUNITY

- NCFC Youth Soccer Coach, Recreation and Challenge – 2016 - Present
- Employer Advisory Board, Momentum Learning – Jan 2018 - Present
- Ravenstone HOA President – 2012 - 2013
- Ravenstone HOA Treasurer – 2011 - 2012

## SPEAKING ENGAGEMENTS

- Podcast Guest, *Two Girls Talk Balls* - 2019
- UNC-Chapel Hill Alumni Association Internship Panel - 2018
- Shaw University Employer Panel - 2018
- St. Augustine's University Employer Panel - 2017 - 2019
- NC Central Employer Panel - 2017 - 2018
- Living Arts College Professional Panel - 2015
- Podcast Guest, *The Bucky Birt Show* - 2014

## WEB SITE DEVELOPMENT + MANAGEMENT

Visit [portfolio.ryankeefe.com](http://portfolio.ryankeefe.com) for clickable/explorable links.

Affordable Care  
Builders Mutual  
Carolina / Wilmington Beaches  
Club Nova  
Durham Distillery  
FMI  
Hyster  
Invisalign  
Kay Yow  
Lenovo  
LoneRider Beer + Lonerider Spirits  
NC State Alumni Association  
Riverbark  
Rocky Top Hospitality + Gravy + The Pit  
Sensus  
Shelton Leadership  
Square1 Bank  
Surgical Review Corporation  
Three Post  
University of North Carolina at Chapel Hill  
UNC Kenan-Flagler School of Business

## PAST WEB + BRAND EXPERIENCE

BBH Design  
ChannelAdvisor  
Chapel Hill + Orange County  
Downtown Raleigh  
East West Club Partners  
The Freelon Group  
Glenwood Agency  
Grande Villas Indian Beach  
Hutchinson Law  
IBM  
Interact of Wake  
MedThink + MedThink SciCom  
NBA  
Net32  
Personify  
Red Hat  
TrustAtlantic Bank