

JEFF MCKEAN

Frontend Web Developer & Multimedia Specialist
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SUMMARY

Frontend Web Developer and **Multimedia Specialist** who blends design and technical expertise with **new technologies** to deliver visually engaging **digital marketing assets**. Proficiency with responsive **registration landing pages** and **HTML email campaigns** for clients in the real-estate, resort, and investor relations industries, with a focus on optimization for improved search engine visibility and **meaningful user engagement**. Expertise with **Local** and **Technical SEO** and **Accessibility best practices**. Detail oriented and highly organized with a proven track record of successfully managing multiple client projects and deadlines on time and on budget. Experienced in overseeing the **entire development lifecycle**, from **planning** and **building** to **deployment** and ongoing **maintenance**.

Notable and recent achievements include:

- Developed a multilingual registration microsite **generating 11,000+** international leads exceeding client expectations
- Launched a residential real-estate developer website **generating 4,500+** residential sales leads
- Built a custom JavaScript **property search app** integrating Google Maps and Street View APIs

CORE SKILLS & TECHNOLOGIES

Frontend Web Development:

HTML5, CSS3/SASS, JavaScript, jQuery, PHP, Astro JS (with React components), **leverage AI-powered code assistants** (GitHub Copilot) to streamline development, error catching, transcribe video captions, and content generation, GSAP animations, Flexbox, CSS Grid, JSON, Visual Studio Code, Node.js, npm, pnpm, naming conventions

Graphic, Digital, & Multimedia Design:

Extensive understanding of layout, composition, and typography principles, image editing, video post-production and compositing, 2D vector and bitmap animation, colour theory and grading, motion graphics, sound design, Adobe Creative Suite (Photoshop, Illustrator, Animate, Premiere Pro, After Effects, InDesign)

CMS & Web Platforms:

WordPress (installation, set up, Core/Plugin version compatibility, custom Child themes, working with WordPress Core files), familiar with Wix and Webflow, Google Cloud Platform

Local & Technical SEO:

Core Web Vitals and Google Search Console audits, Google Business Profile, descriptive links, Meta Tags, and image Alt Text, structured meta data, canonical tag, ARIA labelling, semantic HTML, XML sitemaps, keyword research, internal linking, responsive design, scaling typography

Performance:

Page load speed, Core Web Vital and Lighthouse audits, image optimization (WebP and AVIF formats with fallbacks), code splitting, tree shaking, lazy loading, CDN caching, device testing, defer render-blocking resources

Accessibility:

WAVE accessibility tool audits, ARIA labelling, descriptive image alt text, semantic HTML, keyboard navigability, skip navigation links, colour contrast ratio, form labelling, structured headings, and accessible media

Testing:

BrowserStack, Litmus, Postman, DevTools, Google Lighthouse, WAVE Accessibility Tool

Hosting & Deployment:

WHM/cPanel, Netlify CI/CD, GitHub Actions, DNS/Nameserver/ SSL management, SSH, SFTP

APIs & Integrations:

MailChimp, Salesforce, Supabase, Google Maps API, Google Analytics and Tag Manager, familiar with RESTful APIs

Productivity Software & OS:

Microsoft 365 (SharePoint, Word, Excel, PowerPoint, Outlook), macOS, Windows

WORK EXPERIENCE

P&B Marketing Ltd. (pbmarketing.ca)

Frontend Web Developer, Multimedia Specialist, Web Admin / March 2014 to Present

Key Responsibilities

- **Client Site Management:** Design, develop and maintain 10+ responsive client websites, ensuring cross-browser compatibility and optimization with Astro JS and modular PHP includes, enabling rapid development, code reuse, and easier maintenance
- **Lead generation:** form integration with MailChimp API and an instance of Salesforce Marketing Cloud
- **Components & UI:** Build custom and reusable components (registration forms, interactive floor plans, tabbed content, accordions, image carousels) for consistent user experience
- **Video post-production:** editing, masking, looping, easing, compositing, optimization
- **Animation:** 2D vector/bitmap animation for web and social media platforms with desktop and mobile versions
- **Performance and Accessibility Compliance** (as per above)
- **HTML Email Campaigns:** experienced MailChimp admin, list quality management, hand-coded responsive HTML email templates, stackable layouts with **Outlook compatibility**, audience segmentation, tested in **Litmus**, deployed via MailChimp, post-campaign metrics

EDUCATION

Ryerson University (BA)

Film, Video, Multimedia

OCAD

Fine Arts and Graphic Design

Sheridan College

Animation and Graphic Design