

KAREEM GRAPPY

BRAMPTON, ON | (647) 282-1757

KGRAPPY4@GMAIL.COM | DIGITALNEXUSSTUDIO.COM | LINKEDIN.COM/IN/KAREEM-GRAPPY

Experienced Principal WordPress Developer with a focus on delivering innovative web solutions for globally recognized brands. Proven track record of leading large-scale, long-term WordPress projects, including the development of tools and plugins from scratch. Adept at hands-on development and providing leadership to engineering teams through coaching, mentoring, and setting high standards.

SKILLS

- WordPress Development Expertise: Proven track record from maintaining and developing client websites on WordPress, ensuring strict adherence to both internal and external brand guidelines.
- Crafting Impactful HTML Emails and Websites: Adept at creating visually compelling and effective campaigns from scratch.
- Skilled Salesforce Marketing Cloud Developer adept at crafting impactful HTML emails from scratch, ensuring visually compelling and effective campaigns.
- Salesforce Marketing Cloud: Journey Builder, Email Studio, Automation Studio, Contact Builder.
- Strong HTML development skills and AMP Script coding experience.
- Solid understanding of email development best practices.
- Excellent written and oral communication skills, facilitating effective technical communication and issue resolution.
- Innovative in front-end development, utilizing HTML, CSS, and JavaScript to create visually appealing and user-friendly interfaces.

PROFESSIONAL EXPERIENCE

Front-End Developer | Vigorate Digital Solutions | 05/21 – 08/23

- Spearheaded the primary development of multiple automated customer journeys in alignment with industry best practices.
- Maintained and defined standards, processes, and procedures, ensuring adherence to the latest industry best practices and Enterprise Digital Center of Excellence team standards.
- Investigated and resolved deliverability issues promptly, adhering to production schedules for accurate and timely campaign delivery.
- Provided regular status updates and effectively communicated potential issues to key stakeholders and managers.
- Governed content and production of Marketing Automation assets, ensuring compliance with brand, privacy, and security policies.
- Monitored and minimized unsubscribe/bounce/compliant rates, ensuring compliance with spam regulations.
- Automated data flow between databases and Salesforce Marketing Cloud, showcasing proficiency in SQL.
- Acted as a subject matter expert on digital communication best practices, ensuring compliance with regulations.
- Provided input into the effectiveness of Marketing Automation journey mapping and email deployment initiatives via Salesforce Marketing Cloud.
- Implemented changes quickly to resolve issues, identifying areas of concern and escalating as needed.

Technical Skills: CSS, HTML, UI Design, Salesforce, AMP Script

Clients: Walmart Canada, SickKids, Baskin-Robbins, CAA and Purina

Freelance Web Development & Digital Marketing | 04/20 – PRESENT

- Subject matter expertise provided to small businesses transitioning to e-commerce.
- Services include setting up online stores on Shopify.
- Expertise in building dynamic and user-friendly websites.
- Proficient in providing marketing support, including email marketing setup and campaign management.

Technical Skills: JavaScript, MySQL, PHP, CSS, HTML, UI Design, Mail Chimp, Facebook Creator Studio

Junior Front-End Developer | Raven5 (Laid off due to COVID-19) | 01/20 – 03/20

- Led the development and maintenance of client websites on WordPress, ensuring strict adherence to both internal and external brand guidelines.
- Spearheaded the technical direction of web solutions for diverse clients, contributing to the development of various tools and plugins from scratch.
- Developed, scheduled, and tracked email campaigns for multiple clients, showcasing expertise in both WordPress and email marketing.
- Collaborated closely with the Creative Lead to translate designs into user-friendly websites, landing pages, microsites, emails, and other digital assets.
- Ensured seamless hands-on development of WordPress projects, demonstrating extensive experience in PHP, WordPress, React, JavaScript, HTML, CSS, and Node.
- Successfully led small teams through coaching, mentoring, and setting expectations, contributing to a 25% leadership role in project development.
- This adjusted section emphasizes your experience in WordPress development, leadership, and hands-on development, aligning well with the requirements of the principal WordPress developer role. Feel free to modify it further based on your specific achievements and contributions in this role.

Technical Skills: Bootstrap 4, HTML, CSS, WordPress, UI Design

Computer Repair Technician | Renewed Computer Technology (Contract) 12/18 – 07/19

- Conducted inventory assessments of computer equipment and related components.
- Logged computer components into the Sage ERP system.
- Proficiently diagnosed and located equipment faults in computer components, completing repairs and rebuilds for 25-30 computers daily.
- Provided training and management for a team of 4 employees, ensuring adherence to company Standard Operating Procedures (SOPs).

Technical Skills: Sage ERP, Microsoft Office

Technical Product Analyst Intern | Global eTrade Services (Internship) | 04/18 – 11/18

- Oversight of approximately 11-12 products, each serving 100+ clients.
- Daily management of 30-50 issues related to design and bugs using Zoho Bug Tracker.
- Proficient in documenting solutions and establishing priority for future releases and service packs through agile methodologies.
- Collaborative work with Marketing and Sales teams, providing documentation from sales to development and offering insights as a subject matter expert through demo presentations and managing RFP complications.
- Demonstrated ability to identify issues and deliver detailed solutions, including managing app submissions on Google Play and Apple Store, and providing product implementation details and guidelines.

Technical Skills: Java, SQL Programming, Zoho bug Tracker, Agile Methodologies, FTP Integration

EDUCATION

HONOURS DIPLOMA

Enterprise Web and Mobile Application Development
Trios College
2016-2018

BACHELOR OF ARTS

Social Science
York University
2011 - 2016

CERTIFICATIONS

SALESFORCE EMAIL MARKETING SPECIALIST

Currently in progress

FUNDAMENTALS OF DIGITAL MARKETING

Google Certificate
Jan 2021

LEARNING SHOPIFY

LinkedIn
July 2020

BOOTSTRAP 4 ESSENTIAL TRAINING

LinkedIn March 2020