

# Jabal Torres

650.740.3381  
info@jabaltorres.com  
jabaltorres.com

## EXPERIENCE

### Active Campaign | *Senior Developer & Designer*

Remote | Chicago, IL | July 2023 - Present

- Defined and executed web strategy and roadmap, aligning closely with business objectives to elevate marketing and product initiatives.
- Engineered high-impact web solutions on Craft CMS, leveraging PHP and Twig to drive lead conversions and enhance user retention.
- Crafted user-centric UX prototypes, contributing to a cohesive design system that improved consistency and efficiency at scale.
- Spearheaded and delivered complex projects, offering strategic insights to leadership and collaborating effectively across departments.
- Enhanced performance through data-driven optimizations, achieving faster load times, improved search rankings, and maximized ROI.

### FiveTwoFive Creative | *Full-Stack Developer*

Remote | December 2022 - Present

- Operated a consulting business, delivering full-stack development and strategic marketing solutions for start-ups, agencies, and mid-sized tech firms.
- Partnered with C-level executives to develop engaging, user-friendly digital experiences with HTML/CSS, JavaScript, and PHP.
- Customized WordPress themes and plugins to optimize functionality and elevate user experience.
- Led a team of offshore developers, scaling development resources to meet diverse client needs.

### ShotSpotter | *Web Strategist & Technical Lead*

Remote | Newark, CA | March 2020 - December 2022

- Boosted marketing efficiency through WordPress development and theme customization, enabling self-service content management and supporting go-to-market strategies.
- Integrated Google Marketing Platform tools and implemented SEO strategies, improving site performance and engagement.
- Aligned web strategy with organizational goals, collaborating with marketing leadership and product management to drive business outcomes.

## SKILLS

UI/UX Design  
Information Architecture  
Wireframing & Prototyping  
Design Systems  
Accessible Design  
PHP, JavaScript, jQuery  
HTML/CSS  
WordPress & Craft CMS Dev  
Git Version Control  
Agile & Scrum Methodologies  
Growth Marketing

## TOOLS

Figma  
Adobe CC  
PHPStorm, VSCode  
Google Analytics, Tag Manager  
HubSpot, Marketo

## CERTIFICATIONS

Certified Scrum Master, Scrum Alliance -2018  
Agile Marketing Fundamentals, Agile Sherpas - 2018

## EDUCATION

Art Institute of California  
San Francisco, CA  
Web Design & Interactive Media  
2011 - 2014

## **Synack** | *Senior Web Developer*

Remote | Redwood City, CA | July 2020 - November 2021

- Directed UI/UX design for demand generation campaigns, enhancing engagement and driving higher conversion rates.
- Developed custom WordPress features, plugins, and functionalities to support diverse product marketing needs.
- Led CI/CD processes, ensuring smooth deployment and site reliability.

## **Cribl** | *Full-Stack Developer*

San Francisco, CA | August 2019 - October 2020

- Designed UI/UX solutions for web marketing and demand generation, achieving a 30% increase in lead conversions.
- Delivered full-stack WordPress development, implementing custom post types, templates, and plugins to optimize site functionality.
- Played a pivotal role in a Series D-funded start-up, aligning technical strategies with high-growth business objectives.

## **Workday** | *Senior Web Developer & Producer*

San Mateo, CA | August 2018 - August 2019

- Managed multiple web projects, optimizing for conversion and performance while collaborating with cross-functional marketing teams.
- Developed and launched targeted web marketing campaigns, enhancing brand visibility and supporting key strategic initiatives.
- Oversaw project management, timeline tracking, and resource allocation, effectively balancing priorities to meet goals.

*Additional experience prior to 2018 available. See LinkedIn [profile](#).*