



JENNIFER ZEISLOFT

Web Application Developer
& Technical Consultant

Location
Arcata, California

Email
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Website
<https://intertidalist.com/>

// SKILL HIGHLIGHTS //

Primary Languages & Frameworks

PHP (including Zend, Laravel) ·
WordPress · JavaScript /
jQuery · CSS / SASS ·
Bootstrap · Tailwind · SQL ·
HTML · REST / SOAP

Platforms & Programs

WordPress · LearnDash LMS ·
Salesforce · Salesforce
Marketing Cloud · Pardot ·
Marketo · HubSpot ·
Google Analytics (GA4) & SEO ·
Sketch · GIMP · Inkscape ·
Illustrator · Photoshop · QGIS ·
ArcGIS · Linux · Apache · Nginx ·
MySQL · PostgreSQL · PostGIS

Development Tools

Git · GitLab CI/CD · Codeship ·
LocalWP · NPM · Gulp ·
Yarn · Webpack · Lint · PHPUnit ·
JUnit · Postman · Eclipse IDE ·
Visual Studio Code · Vagrant ·
Ansible · Docker · AWS

Project Management Tools

Agile (Scrum & Kanban) ·
Waterfall · Jira · Asana · Gantt
Charts

// THE GIST //

I sweat the small stuff and ask the right questions to make sure deliverables match your vision.
I am a nimble, responsive, and resourceful problem solver who excels at swiftly addressing time-sensitive initiatives.
I am an organized full-stack developer who builds clean and extensible solutions to empower my clients.

// WORK EXPERIENCE //

Independent Consultant Arcata, CA / 2012 - Present

Provide requirements analysis, architecture design, full-stack web application development, database management, server management, and technical consultation. Build CMS, CRM, E-commerce, and other platform integrations. Manage technical project teams and act as technical liaison between my clients and marketing/development agencies. Support design of and implement SEO strategy. Perform GIS analysis. Build data capture, analysis, and visualization dashboards.

Information Systems Developer UW-Madison TOPS Lab / Madison, WI / 2010 - 2013

Develop interactive web mapping applications to support collaborative regional transportation operations efforts. Direct multiagency public-facing enterprise application development project. Convene working groups to develop long-term GIS workflow and data development and stewardship goals for the Wisconsin 511 traveler information system. Provide GIS expertise, including spatial analysis, system and workflow design, data development, and cartographic output.

Information Systems Developer Earthling Interactive / Madison, WI / 2009 - 2010

Design, develop, and manage a broad variety of web application projects. Project domains include: education/licensure, social networking, event and route planning, healthcare, and agriculture. Support business development with conference presentations and community engagement.

GIS Analyst & Application Developer GeoDecisions / Madison, WI / 2006 - 2009

Design and develop a wide variety of web and desktop GIS applications for municipal, state, federal, and commercial clients. Develop and evaluate GIS-based models and analyses in fields including: transportation, utilities, FEMA floodplains, hydrology, estuarine health, coastal management, environmental assessment and remediation, and engineering.

// EDUCATION //

M.S. Environmental Monitoring
University of Wisconsin - Madison / 2004 - 2006
Graduate Certificate, Geographic Information Systems
University of Wisconsin - Madison / 2003 - 2004
B.A. Anthropology
University of Wisconsin - Madison / 2001 - 2003