

Scott Roberts

Web Designer & Developer – REMOTE ONLY

📍 Based in Port Charlotte, FL | Open to 100% Remote | 📞 +1 941-883-1851

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PROFESSIONAL SUMMARY

Experienced **Web Designer & Developer** with 25+ years of expertise creating visually appealing, user-friendly websites that drive engagement and conversions. Skilled in WordPress, Joomla, OpenCart, HTML/CSS, and responsive design. Adept at blending creativity with technical proficiency to deliver high-performing websites for a wide range of industries. Experienced in managing multiple remote projects, from concept through launch, with a focus on SEO, performance, and brand consistency.

Portfolio available at: scottroberts.xyz

CORE COMPETENCIES

- Web Design & Development (WordPress, Joomla, HTML/CSS, OpenCart)
 - Responsive & Mobile-Optimized Design
 - E-Commerce Development & Integration
 - SEO Optimization & Google Analytics
 - Branding, UI/UX Design, and Wireframing
 - Website Maintenance & Performance Optimization
 - Landing Page Design & Conversion Rate Optimization
 - Custom Graphics & Multimedia Integration
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SELECTED ACHIEVEMENTS

- Designed and launched **500+ websites** for new businesses through Modern Millionaires' digital marketing education & DFY service.
 - Built e-commerce store for Select Furnishings generating **\$1.5M in first-year sales**.
 - Developed interactive real estate apps for Homes Made Possible Realty.
 - Created courseware platform and marketing website for Know More Mortgage.
 - Managed SEO-focused WordPress blog publishing for **30+ businesses** at Red 3 Media.
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PROFESSIONAL EXPERIENCE

Red 3 Media – Remote

Web Content & SEO Specialist | Dec 2024 – Present

- Write and format SEO-optimized blog posts for over 30 client WordPress sites.
- Ensure proper site structure, internal linking, and media optimization for SEO performance.

Your Media TV – Remote

Web & Multimedia Designer | Jun 2021 – Jul 2025

- Designed and maintained marketing landing pages for campaigns.
- Integrated animated presentations and ad creatives into web platforms.

Modern Millionaires – Remote

Web Designer & Developer | Jun 2021 – Dec 2022

- Designed and developed over 500 websites for small businesses in various industries.
- Integrated branding, SEO best practices, and responsive layouts.

Know More Mortgage – Remote

Web Developer & Video Producer (Freelance) | 2018 – 2019

- Built WordPress courseware website with video integration.

- Designed site graphics and optimized for lead capture.

Homes Made Possible Realty – Remote

Web/App Developer (Freelance) | 2016 – 2018

- Redesigned website for improved UX and mobile responsiveness.
- Built interactive property selection apps for sales presentations.

Select Furnishings / Reef Rattan – Sarasota, FL (On-site)

Web Developer & Creative Director | 2013 – 2015

- Designed and developed e-commerce site generating \$1.5M in sales within the first year.
- Managed online promotions, Google Ads, and web content updates.

Enzymedica – Remote

Web Developer (Freelance) | 2012 – 2013

- Redesigned marketing and e-commerce site for a \$20M/year company.

LeBlanc Studios / Sarasota Marketing Solutions – Sarasota, FL (On-site)

Creative Director | 2009 – 2010

- Oversaw web and print design projects, ensuring fast turnaround and brand consistency.

EDUCATION & CERTIFICATIONS

- Southfield Lathrup High School – Graduate (1989)
 - **Vanderbilt University** – Certificate in Prompt Engineering for ChatGPT
 - **Udemy Certifications:** Complete WordPress Website Business Course, SEO Mastery, Facebook Marketing Mastery, Google Shopping Ads, and more.
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TECHNICAL SKILLS

- **Web:** WordPress, Joomla, HTML/CSS, OpenCart
- **Design:** Adobe Photoshop, Illustrator, InDesign, XD, Affinity Photo, Affinity Designer
- **Video & Multimedia:** Adobe Premiere Pro, After Effects, Audition, CreateStudio
- **AI & Automation:** ChatGPT, DeepSeek, Gemini
- **Marketing Tools:** Google Analytics, Google Ads, Facebook Business Suite

Portfolio of website design work available at: scottroberts.xyz