



Jace Cameron-Le Fevere

UI/UX Designer and Web Marketing



About me

Web Marketing specialist with 10 years of professional experience in web development, UI/UX design, GEO/AEO/SEO, and analytics.

Contact

phone
(989)330-9965

email
lefeveremedia@gmail.com

Skills

web cms' & lms

WordPress Drupal
Content Stack Absorb LMS

adobe creative suite

After Effects Premiere Pro
Illustrator Photoshop

web analytics

Google Analytics Google Tag Manager
Google Data Studio SEO, GEO, & AEO

communication

Corporate Client
Digital Rhetoric Technical Rhetoric

Awards



"Spotlight" & "Kudos" Johnson & Johnson Contribution Awards

Experience

Operations Manager

Kelly OCG

2023 - Present Remote

- **Lead a remote digital team of contractors** to provide services on the JnJInstitute.com website for Johnson & Johnson, approving invoices, budget, time cards and PTO
- **Working operations manager** continues to provide Senior Digital Operations CMS Specialist support

UI/UX Web Designer and Developer (Vouunteer)

Citizen's Climate Lobby

2022- Present Mt. Pleasant, MI

- **Redesigned** the local chapter site and expanded the UX
- Implemented an SEO strategy, **raising traffic by 36%**

Associate& Senior Digital Operations CMS Specialist

Johnson & Johnson

2019 - Present Remote

- UI and UX design lead, created web page layouts to fulfill evolving business needs. **Designed Mock-ups based on the layouts** for the development team
- Analytical and SEO lead, **developed reporting dashboards** through Google Data Studio and delivered reporting to senior leadership
- Drupal CMS technical lead, **produced dozens of internal training videos** for lower level web admins

Education

Bachelor of Arts in New Media Studies & Religious Studies

Alma College

2015 - 2019 Alma, MI