

DANIEL L. CRUM

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FRONT END DEVELOPER & CINEMATOGRAPHER

Front end developer with over a decade of experience building and maintaining websites and web applications across a wide range of industries. Skilled in PHP, JavaScript, SCSS, WordPress, and more, with a background in creative production, including video, animation, advertising, and branding. Proven track record for delivering polished, digital experiences for major national brands. For more information, visit my LinkedIn profile: <https://www.linkedin.com/in/dancrum>

TECHNICAL SKILLS

Excellent understanding of HTML, CSS, JavaScript, PHP, jQuery, and WordPress
Excellent understanding of Adobe Creative Cloud, especially Photoshop, Figma & Premiere
Experienced with the Microsoft Office Suite, including Word, Outlook, and Excel, as well as the Google Suite
Dependable team leader, working on video and photo shoots as well as in development projects

EXPERIENCE

DEALER INSPIRE / CARS COMMERCE - CHICAGO, IL FRONT END DEVELOPER - SEPTEMBER 2019 – APRIL 2026

- Developed websites across the nation for most major OEMs, including Ford, Toyota, Volkswagen, Mazda, Mini, Jaguar/Land Rover, BMW, Alfa Romeo, and more.
- Worked with OEM dealerships and independent dealers to execute their vision while staying in OEM compliance requirements.
- Developed using a customized version of WordPress, including updating and maintaining a wide array of custom plug-ins designed for each OEM.
- Trained production team on new internal software (Site Builder) designed to make building new sites faster and easier.
- Established new team devoted to updating Site Builder and migrating existing OEMs over to the new platform.
- Built out the tools used by production to build websites on a per OEM basis. This included custom blocks, datasources, and plug-ins.
- Delivered OEM-compliant products under strict deadlines.
- Worked with a variety of languages and systems, including PHP, JavaScript, CSS, Typescript, Vue, GitHub, Bitbucket, and more.

EXPERIENCE CONT.

MEDIA MADE GREAT - CHICAGO, IL **FRONT END DEVELOPER - APRIL 2016 – APRIL 2019**

- Designed and coded landing pages for companies including Spectrum/TWC, Paynet, and Kmart.
- Designed static, HTML 5 ads, and shot and edited video ads.
- Worked in development for websites using WordPress, WooCommerce, and Drupal, including building custom plug-ins and scripts, using PHP and JavaScript.
- Developed web apps from the ground up, including a digital scavenger hunt and a 3D racing game.
- Developed kiosk software for use across multiple platforms with a multimedia member directory and mapping data.
- Created branding, character designs, and animations for advertising campaigns.
- Performed product photo shoots and photo manipulation for products and models.
- Worked with clients including Spectrum, Sears, Doctors Without Borders, MI Interactive, Claire's, Laundry Day, CD One Price Cleaners, and the Horatio Alger Association.

SHAW MEDIA - CRYSTAL LAKE, IL **CINEMATOGRAPHER - AUGUST 2014 – AUGUST 2015**

- Communicated with clients, scheduling shoots and preparing scripts.
- Created multiple motion graphics and templates using Apple Motion.
- Created "native advertising" for clients to be used on Shaw's network of websites.
- Edited advertisements to be used on television, meeting standards set by the broadcaster.
- Shot and edited the popular prep-football webseries "The Huddle".
- Attended and filmed local sporting events, editing together and publishing highlights.

AMERICAN DEALERS - DEKALB, IL **CINEMATOGRAPHER - JULY 2013 – AUGUST 2014**

- Established the look and tone of the series, with an aged aesthetic designed to mirror the focus on antiques and antique dealers.
- Managed team members on shoots and during episode editing.
- Edited and rendered episodes using Final Cut Pro X.
- Designed the UI and co-developed the UX for the American Dealers website in order to better suit the needs of the users as well as prepare for future growth of the American Dealers brand.
- Interviewed business owners in a way designed to let them tell their story without getting in the way.

EDUCATION

BACHELORS OF ARTS, COMMUNICATIONS, MEDIA STUDIES - GPA: 3.8
NORTHERN ILLINOIS UNIVERSITY, DEKALB, IL