

# NICHOLAS GRAY

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## PROFESSIONAL SUMMARY

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Senior Front-End Developer and Marketing Technologist with 10+ years of experience building and optimizing web experiences that support marketing campaigns, lead generation, and digital growth. Combines strong front-end development skills with deep experience in Salesforce and Pardot. Known for bridging design, development, and marketing to deliver high-performing web experiences. Actively leverages AI-assisted workflows to accelerate development and improve content iteration.

## CORE SKILLS

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Front-End Development (HTML5, CSS, JavaScript, PHP) • UI/UX • Salesforce & Pardot • WordPress & CMS

SEO & Analytics • AI-Assisted Workflows • A/B Testing • Conversion Optimization • Cross-Functional Collaboration

## PROFESSIONAL EXPERIENCE

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### Front-End Developer | Zacks Investment Research

Chicago, IL | September 2016 – Present

- Develop and maintain marketing websites, landing pages, and email campaigns in a fast-paced marketing environment
- Partner with marketing and design teams to deliver campaign-driven web experiences focused on engagement and lead generation
- Serve as subject matter expert for Salesforce and Pardot integrations, supporting tracking and automation workflows
- Utilize AI-assisted workflows to accelerate development, debugging, and campaign delivery timelines
- Support UX improvements and content iteration to enhance conversion performance

### Freelance Web Developer & Designer

January 2009 – Present

- Design and develop responsive websites, marketing assets, and digital experiences across industries
- Lead projects from concept through launch, including UX design, development, and content structure
- Built and launched House of Jubal website using AI-assisted workflows for layout, development, and UX refinement
- Use AI to generate and refine marketing content, landing pages, and brand messaging

### Additional Experience

- Front-End Developer (Contract) – Elliott's Web
- Graphic Designer / Web Developer – RealSupport Inc.
- Web Developer – Identity Dental Marketing

## EDUCATION

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