

# MARLON FOWLER

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**Front-end web developer** with over 10 years of experience in designing and developing responsive web applications using CSS3, HTML5, and jQuery. Proficient in the Software Development Life Cycle (SDLC) with a strong track record of translating business requirements into exceptional user interfaces. Skilled in prototyping, user feedback integration, and code debugging to enhance user experience.

## CAREER HIGHLIGHTS

### September 2021 — July 2024

#### Digital Product Manager

*Wells Fargo Bank*

- Delivered technical guidance to retail services clients, ensuring a smooth e-commerce integration process that reduced onboarding time.
- Developed an intake form using Notepad, which reduced onboarding time by a couple of weeks.
- Identified and resolved technical issues proactively, minimizing project delays.
- Performed comprehensive functional testing in Validation/UAT, ensuring quality and reliability for every integration build.
- Engaged with lines of business and technical teams to align project goals and requirements.
- Provided regular progress updates to stakeholders, simplifying complex technical information for broader understanding, and better engagement.

### May 2020 — May 2021

#### Software Engineer Sr Analyst

*Wells Fargo Bank*

- Provided application support for Clarity, iRise, and Blueprint, improving system up time.
- Participated in application installs and deployments ensuring seamless updates with minimal downtime.
- Collaborated with multiple business lines to archive a vast amount of documentation for the Blueprint project management application.
- Engaged in daily Kanban meetings with team members, and essential business partners, which enhanced team collaboration and project efficiency.

### April 2015 — May 2020

#### Web Developer

*Wells Fargo Bank*

- Developed branded web applications and websites using ColdFusion, .NET, jQuery, and CSS, enhancing user engagement.
- Created prototypes, mockups, and wireframes to streamline the development process and reduce turnaround time.
- Collaborated with stakeholders to deliver web solutions on tight deadlines, maintaining transparency throughout the SDLC.
- Coordinated with change delivery teams for successful production deployments.
- Managed database tables for user security and data storage, ensuring compliance with company policies.
- Led initiatives to improve business efficiency and user experience across the EIT division, leading to an increase in productivity.

## PROFESSIONAL SKILLS

CSS3/HTML5  
jQuery  
Angular  
React  
ColdFusion  
SQL  
ASP.NET

Visual Studio  
Dreamweaver  
Microsoft SQL Server  
Jira

## EDUCATION

B.A.J.  
Creative Advertising  
**Drake University**  
May 2009

## January 2013 — Present

### Web Designer/Developer

*3Elements Literary Review/3elementsReview.com*

- Designed and developed a responsive website using CSS and HTML5, emphasizing performance, and improving mobile engagement.
- Implement SEO best practices, increasing organic search traffic by 30%.
- Created wireframes and graphics to facilitate the build process and enhance the user experience.
- Resolve cross-browser compatibility issues, enhancing the overall user experience.
- Manage daily website performance, content updates, and platform improvements.
- Migrated the static website to WordPress, enabling non-developer content updates and enhancing efficiency.

## July 2014 — April 2015

### Digital Designer

*Gannett*

- Produced digital advertisements for use through various media channels.
- Adapted print advertisements for digital use, ensuring brand consistency across platforms.
- Conceptualized and designed graphics for digital ad campaigns, enhancing visual appeal and brand messaging.
- Animated Flash banner ads for mobile, tablet, and desktop, improving click-through rates.
- Translated raw copy into compelling digital formats with minimal supervision.
- Created, and revised existing ad campaigns for brands like H&R Block, Two Men and a Truck, State Farm Insurance, Pizza Hut, and Culligan Water, enhancing their digital presence.