

# S . M a x K l o e p p e l

Web Developer / Consultant / Manager

## CONTACT

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## SUMMARY

I am a web developer, designer and producer with over twenty years of experience creating websites of all sizes and complexity. I have worked extensively in the outdoor industry creating and managing dozens of ski area websites, as well as working with many small businesses and non-profits.

## EDUCATION

**Syracuse University**  
Bachelor of Fine Arts  
Art Media Studies | 1996 - 2000

## SKILLS

Web Development  
Web Design  
Content Management  
Custom CMS  
Server Admin  
Linux, Apache, MYSQL, PHP  
Javascript, JQuery, XML, JSON  
Adobe Suite, Visual Studio, VS Code  
WordPress Admin and Management  
Wordpress Themes and Plugins  
Shopify Store Management  
Shopify Theme Development  
Search Engine Optimization  
API Integration & Creation  
Web Widget Creation  
ADA Compliance  
Analytics  
Email Marketing Systems  
Photography

## WORK EXPERIENCE

### Freelance Web Developer & Consultant

smaxx.com | 2007 – present

Web development, design, content management, marketing, server admin, SEO, ADA compliance and training for outdoor industry clients small businesses and non-profits. Many clients use my custom CMS as seen on SkiSmall.com and WBRescue.org.

Clients have included JacksonHole.com, CannonMt.com, Waterville.com, LostValleySki.com, BasinRecreation.org, RecycleUtah.org, AllWest.com, VisitParkCity.com, Huntsman2020.com, AlpineSolar.net, Hugo.coffee, AmpHuman.com, MunchMachine.com, pcfutureoflearning.pcschools.us, SkisOnTheRun.com, Ohucks-AhhSushi.com and ExtellUtah.com.

### Lead Web Developer, Designer, Server Admin, Consultant

Peak Resorts | 2007 – 2018

Websites included Attitash, Wildcat, Crotched, Mount Snow, Jack Frost Big Boulder, Hidden Valley, Ski Snow Creek, BMBW, Alpine Valley, Mad River and Paoli Peaks.

### Web Developer

Dirigo Design & Development, Inc. | 2016 – 2017

Web application development - ASP.NET 4.5, C#, MVC, Sass, Gulp, Bootstrap, Mustache, MS SQL, Visual Studio and Github. Work included Arapahoe Basin, Mt. Bachelor, Snowbird, Schweitzer, Sierra at Tahoe, Taos Sugarbush and Telluride.

### Web Developer

American Skiing Company | 2004 – 2007

Designed and built custom websites and interactive experiences for a portfolio of destination ski resorts in addition to email Marketing / CRM database management. ASC Resorts included Sugarloaf, SundayRiver, Attitash, Mount Snow, Killington, The Canyons and Steamboat.

### Web Developer

Sugarloaf | 2000 – 2003

Website and digital marketing manager for Sugarloaf.