

# Will Mack

## Leader. Listener. *Solver.*

Web Designer and Front-End Developer

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### Work Experience

#### Self-Employed | Durham, NC

**Freelance Web Designer** January 2011 → Present

- Led a remote team to redesign [Tonyparham.com](#) and [TKGministries.org](#) in Wordpress
- Developed Wordpress website for [Prepare The Way Roofing](#), boosting sales by 20%
- Led the design and development of a WordPress website for [Sanderlin Upholstery](#), leading to a 100% increase in customer acquisition.

#### North Carolina School of Science and Mathematics | Durham, NC

**Technical Support Analyst** December 2021 - December 2024

- Introduced Asana project management software to encourage team collaboration, increase transparency, and ensure prompt project delivery with a 60% adoption rate among employees.
- Proactively documented recurring customer issues in a Confluence knowledge base, using Loom to provide visual walkthroughs that improved both customer self-service and team response efficiency.
- Delivered responsive technical support for Wordpress, Drupal, and Apostrophe CMS via Jira Service Management ticketing system and Zoom

**Front-end Developer and Web Project Manager** November 2007 - December 2024

- Winner of the 2023 NCSSM Chancellor's Award—the employee of the year award given for my leadership as a project manager for the website redesign project
- Led the successful redesign of NCSSM.edu using WordPress CMS, coordinating a cross-functional team of 8 stakeholders (writers, designers, marketers, executives). Delivered the project on budget by proactively managing vendor negotiations, streamlining communication, and resolving roadblocks, resulting in a 30% increase in website traffic within the first 6 months post-launch.
- Established governance structure (Web Advisory Council) to enforce accessibility, branding, and web standards, achieving WCAG 2.1 AA compliance across web properties.
- Translated stakeholder needs into technical requirements, roadmaps, and development tasks across IT, Communications, and departmental partners.
- Managed full lifecycle of web projects including planning, execution, QA, and delivery across multiple simultaneous initiatives.
- Designed and developed custom WordPress and Drupal templates using PHP to support scalable, branded institutional web experiences.

#### Wake Forest University, Knowledge2Work | Winston Salem, NC

**Web Design Intern** October 2004 - August 2005

- Created logo for Gra-Mac Irrigation website still being used today
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### Leadership Experience

#### North Carolina School of Science and Mathematics | Durham, NC

**Miles for Wellness Competition Director** March 2016 - December 2024

- Spearheaded a semi-annual wellness initiative, recruiting and training 4 coaches, doubling participation in a year with a 50% retention rate.

#### North Carolina School of Science and Mathematics | Durham, NC

**Youth Advisor / Mentor** November 2007 - February 2024

- Effectively connected 100+ youth to Durham churches and campus ministries while providing comprehensive life skills training, including stress management and conflict mediation.

Raleigh, NC

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### Skills

#### Competencies

Project Life cycle, Team building, Documentation, Presentations, Public Speaking, SCRUM & Agile Methodology

#### Creative Tools

Figma, Adobe Illustrator, Adobe Photoshop

#### Organizational & Communication Tools

Asana, Confluence, Google Workspace, JIRA, Loom, Microsoft Office 365, Miro, Notion, Slack, Zoom

#### Analytics & Data

Google Analytics, Google Tag Manager

#### Languages & Syntax

HTML5, CSS3, Javascript (ES6+), React.js, PHP, Bootstrap, Craft CMS, Drupal, Wordpress, MySQL

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### Education & Certifications

**Certification**, Professional SCRUM Master (PSM I), February 2025

**Certification**, SEO I&II, Hubspot Academy, January 2025

**Certification**, Google Analytics (GA4), January 2024

**Certification**, Google Project Management, October 2023

- Foundations of Project Management
- Project Initiation: Starting a Successful Project
- Project Planning: Putting It All Together
- Project Execution: Running the Project
- Agile Project Management
- Capstone: Applying Project Management in the Real World

**Certification**, Agile with Jira, May 2021

**Bachelor of Science**, Computer Science, Wake Forest University, May 2007

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### Interests

Travel, Singing, Songwriting, Piano, Cooking, Fine Dining, Video Games, Board Games, Mobile Tech (Apple Fanboy)