



Philip Cowles

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Education

Web & Digital Media Development

Bachelor of Science
University of Wisconsin-Stevens Point
September 2007 - December 2010

Skills & Expertise

Web Development · Web Content Authoring
HTML Emails · UI/UX Design · SEO · A/B Testing
Responsive Design · Azure Cloud · Web Analytics
Mobile App Development · Web Accessibility

CMS

Sitecore Certified · Magento · BigCommerce · Drupal
Joomla · Zendesk · WordPress · MS Dynamics CRM

Marketing

Google Analytics · Adobe Analytics · SEMRush
MailChimp · Amazon AMS · Power Reviews

Languages

HTML · CSS / SASS / TailWind · TypeScript · React
.NET · C# · SQL · XML · GraphQL · ActionScript

Applications

Photoshop · Premiere · Animate · Illustrator
Visual Studio / VS Code · Git · Bitbucket
MS SQL Server · MongoDB · NodeJS

Sub-Zero, Wolf, and Cove · Madison, WI

Sitecore Technical Lead

October 2023 - Present

- › Provide technical guidance and leadership of Sitecore web development and component architecture
- › Provide assistance as a CMS administrator while working with stakeholders to innovate and optimize user experience, both aesthetically and functionally

Sitecore Web Developer/Analyst

March 2019 - October 2023

- › Participate in the development and maintenance of public-facing website and internal applications and integrations
- › Work alongside content authors as a Sitecore administrator to provide troubleshooting assistance and optimize CMS workflows

Saris Cycling Group · Madison, WI

Senior Web Developer & Content Author

March 2015 - March 2019

- › Oversee the content management and development of company websites spanning four brands in three countries
- › Manage and optimize marketing assets and databases, including consumer email lists, product reviews, and user-submitted content
- › Perform SEO using keyword research, link building techniques, outreach, and technical optimizations

Epic · Verona, WI

User Experience Designer

May 2012 - March 2015

- › Create designs and user workflows to enhance usability of the world's premier healthcare software
- › Design innovative medical applications that are intuitive to use and consistent
- › Conduct usability testing, on-site observation, and eye-tracking while brainstorming cutting-edge concepts for the future of electronic health records

ZubaWing LLC · Menomonie, WI

Mobile Developer & Co-Founder

January 2011 - May 2012

- › Develop a variety of cross-platform apps and games using ActionScript and Adobe Animate
- › Research specs, best-practices, and native behavior for Android and iOS