

TEAM CURRICULUM VITAE



MARKETING & WEB DESIGN AGENCY

TEAM RESUME

TLWDS CAPABILITIES SUMMARY

Primary Services

- Website Design & WordPress Development
- E-commerce Design (WooCommerce, Shopify, BigCommerce)
- Logo Design & Branding
- Social Media Campaign Strategy & Execution
- Database Development & Marketing
- SEO Management & Analytics
- Video Editing & Promotional content
- Website Maintenance Services

Client Experience

More than 500 websites and applications delivered since 2014, including:

- Mississippi National Guard SEAP
- Clan Irwin Association
- Transport Financial Services (TFS Mall)
- Cross Pointe Venue & Chapel
- Numerous small businesses across MS, CO, NJ, CA, and worldwide

WWW.WEBDESIGNSHOP.US

TEL: 601-667-0009

INFO@WEBDESIGNSHOP.US

ALYSON STASEK

OWNER • LEAD DESIGNER • PROJECT DIRECTOR

MOUNT OLIVE, MS | ALYSON@WEBDESIGNSHOP.US | 601-439-0932

Founder of The Little Web Design Shop, Alyson brings more than 30 years of experience in marketing, database development, sales management, and web design. She has designed and managed hundreds of websites, led teams on complex technical builds, and taught advanced Microsoft and development courses at Colorado State University and Aims Community College. Her strong background in marketing, design and technology gives her the unique ability to design websites that are intuitive, functional, and easy for clients to manage long-term.

CORE SKILLS

- WEBSITE DESIGN & WORDPRESS DEVELOPMENT
- PROJECT MANAGEMENT & CLIENT COMMUNICATION
- DIRECT MARKETING, EMAIL CAMPAIGNS & SOCIAL MEDIA STRATEGY
- DATABASE DESIGN, CRM SETUP & USER WORKFLOWS
- BRANDING, CONTENT STRUCTURE & UI/UX DESIGN
- SEO PLANNING IN PARTNERSHIP WITH NP DIGITAL

TECHNICAL EXPERTISE

- WORDPRESS (CPTS, TAXONOMIES, HOOKS, PHP TEMPLATES, CUSTOM CODE, WOOCOMMERCE)
- SEO TOOLS: SEMRUSH, GOOGLE ANALYTICS, GOOGLE SEARCH CONSOLE
- DATABASE MARKETING & DESIGN - VBA.NET, MS ACCESS, SALESFORCE
- ACCESSIBILITY & SECURITY BEST PRACTICES
- SHOPIFY, BIGCOMMERCE, SHAREPOINT CMS

TEACHING & LEADERSHIP

- FORMER INSTRUCTOR AT CSU OUTREACH & AIMS CONTINUING EDUCATION
- LED & MANAGED SALES/MARKETING TEAMS FOR EUROPEAN DATABASE FIRMS & MANAGED MULTI-DEVELOPER PROJECTS
- WINNER OF AN AWARD FOR GOVERNMENT DATABASE SYSTEM DESIGN

CHARLES DUNSFORD

MARKETING ASSISTANT • WEBSITE SUPPORT • VIDEO & MEDIA EDITOR

MOUNT OLIVE, MS | CHARLES@WEBDESIGNSHOP.US | 601-439-0932

Charles provides design support, content development, social-media management, and administrative assistance for TLWDS clients. With an Associate Degree in Business Administration, he brings strong organizational skills, a sharp eye for visual communication, and hands-on experience helping clients improve their digital presence. He also handles WooCommerce updates, product organization, image optimization, video editing, and brand-aligned content creation.

CORE SKILLS

- SOCIAL MEDIA CONTENT CREATION & SCHEDULING
- VIDEO EDITING & PROMOTIONAL CONTENT
- WEBSITE UPDATES, WORDPRESS EDITS & WOOCOMMERCE SUPPORT
- BOOKKEEPING & ADMINISTRATIVE SUPPORT
- CLIENT COMMUNICATION & CUSTOMER SERVICE
- BASIC SEO AND IMAGE OPTIMIZATION
- FILE ORGANIZATION, DOCUMENTATION, AND RECORD-KEEPING

TECHNICAL EXPERTISE

- WORDPRESS EDITING & CONTENT STRUCTURE
- WOOCOMMERCE PRODUCT SETUP, IMAGE WORKFLOWS & METADATA
- CANVA, ADOBE TOOLS & VIDEO EDITING SOFTWARE
- CONTENT PLANNING, CAPTIONS & HASHTAG STRATEGY

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PROGRAMING & DEVELOPMENT PARTNERS

TLWDS collaborates with several highly skilled programmers and developers who provide advanced coding support on projects requiring custom functionality beyond standard plugins or themes.

EXPERTISE INCLUDES:

- CUSTOM PHP DEVELOPMENT
- WORDPRESS PLUGIN-LEVEL MODIFICATIONS
- API INTEGRATIONS
- AWS (S3 MANAGEMENT), MYSQL, APIS, PHP SDKS (GOOGLE, INSTAGRAM, VIMEO, TWILIO)
- HTML5, CSS3, JAVASCRIPT, JQUERY, AJAX, PHP, PYTHON
- SEO TOOLS: SEMRUSH, GOOGLE ANALYTICS, GOOGLE SEARCH CONSOLE
- GITHUB / BITBUCKET / VERSION CONTROL
- DATABASE STRUCTURE & CUSTOM APPLICATION LOGIC
- SECURITY, HOSTING CONFIGURATION & SERVER-SIDE OPTIMIZATION
- PERFORMANCE IMPROVEMENTS & ACCESSIBILITY ENHANCEMENTS

These technical partners ensure TLWDS can provide any level of complexity required for client solutions.

STRATEGIC PARTNERSHIPS

WP ENGINE HOSTING

OUR RECOMMENDED AND PREFERRED WORDPRESS HOSTING PLATFORM. OFFERS HIGH-PERFORMANCE HOSTING, SUPERIOR SECURITY, STAGING ENVIRONMENTS, CACHING, AND EXCELLENT SUPPORT.

NP DIGITAL

A GLOBAL LEADER IN SEO (FOUNDED BY NEIL PATEL). TLWDS PARTNERS WITH NP DIGITAL FOR ADVANCED SEO CAMPAIGNS, ON-PAGE OPTIMIZATION, AND LONG-TERM GROWTH STRATEGIES.

MAC'S AERIAL

PROVIDES HIGH-QUALITY AERIAL PHOTOGRAPHY AND VIDEOGRAPHY USED IN WEB DESIGN PROJECTS REQUIRING SITE DOCUMENTATION, VISUAL STORYTELLING, REAL-ESTATE IMAGERY, AND MARKETING CONTENT.

ACCESSIBLE

AN ACCESSIBILITY TECHNOLOGY PARTNER THAT HELPS ENSURE WCAG COMPLIANCE AND PROMOTES AN INCLUSIVE, ACCESSIBLE WEB ENVIRONMENT FOR ALL USERS.



SCHEDULE A CONFERENCE HERE:

WWW.CALENDLY.COM/TLWDS