

JJ KEITH

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Senior Web Developer | Frontend Development & CMS Platforms

SUMMARY

Senior web developer with 10 years of experience building, launching, and maintaining websites and applications for media, SaaS, and e-commerce organizations. Owns frontend development, CMS implementation, and integrations from design through launch and ongoing improvements. Hands-on experience with React, Next.js, Contentful, HubSpot/HubL custom modules, and Shopify, collaborating with design, marketing, editorial, and technical teams.

CORE SKILLS

Frontend Development & Web Platforms

React · Next.js · Vue · TypeScript · JavaScript · HTML · CSS/SCSS · Responsive Design · Accessibility · Cross-Browser Compatibility · Reusable Components · Git · AI-Assisted Development

CMS, Marketing Websites & Integrations

HubSpot CMS · HubL & Custom Modules · Contentful · Shopify · Liquid · WordPress · Webflow · Headless CMS · Content Modeling & Migration · API Integrations · Webhooks · Zapier

Design Implementation & Web Delivery

Figma · Photoshop · InDesign · Design-to-Code Implementation · Component Systems · Web Production · Typography & Layout · Cross-Functional Collaboration · Client Implementation · Mentoring · Agency Collaboration · Writing & Editing

EXPERIENCE

KCRW, Santa Monica — Frontend Developer

Jan 2024 – Apr 2026

- Led frontend development for KCRW's major website redesign and CMS migration, implementing a React, Next.js, and Contentful platform for decades of editorial and audio content.
- Built reusable frontend components, responsive page templates, and accessible interfaces from visual designs and complex editorial requirements.
- Connected content, streaming, and audience experiences through integrations with Contentful, custom playlist APIs, HubSpot, and Salesforce.
- Automated newsletter archiving with custom scripts and Zapier, creating Contentful entries from incoming emails and displaying them on related web pages.
- Owned ongoing frontend improvements and production troubleshooting, collaborating with design, editorial, and technical teams to implement features and resolve post-launch issues.

Edify, Santa Monica — Frontend Developer, Marketing Engineering

Nov 2022 – Sep 2023

- Developed and launched a redesigned marketing website using React, Next.js, and a headless CMS, including content modeling, reusable components, and flexible page layouts.
- Worked with marketing and design teams to implement landing pages and campaign updates, with attention to responsiveness, accessibility, and visual consistency.

Friendbuy, Los Angeles — Frontend Developer

May 2019 – Nov 2022

- Built and shipped client-facing referral widgets as iframe embeds, adapting HTML, CSS, and JavaScript interfaces to e-commerce storefronts.
- Implemented integrations directly in clients' Shopify themes using Liquid, JavaScript, HTML, and CSS.
- Resolved launch feedback and cross-browser compatibility issues through testing and troubleshooting across client environments.
- Owned development and maintenance of Friendbuy's HubSpot marketing website, building reusable custom HubL modules with configurable fields that enabled nontechnical staff to manage and update page content.

Gigmor — Frontend Developer

Aug 2016 – May 2018

- Built a React application from the ground up in a small, collaborative startup team.
- Contributed to design reviews, sprint planning, and code reviews, carrying features through implementation and release.

ADDITIONAL EXPERIENCE

- Author of *Motherhood Smotherhood* (Skyhorse Publishing), published in Australia as *Stop Reading Baby Books* (Nero Books).
- Published essays and journalism in outlets including Salon, The Huffington Post, The Hairpin, and The Sydney Morning Herald.
- Taught in USC's Writing Program for three years, with additional experience teaching and mentoring students and professionals.
- Worked in publishing marketing and merchandising at Powell's City of Books, Publishers Group West, and Taschen.

EDUCATION

University of Southern California — M.P.W., Nonfiction Writing

University of California, Berkeley — B.A., Biological Anthropology