

Josh Vance

About Me

I'm a multi-talented worker with experience in web development, SEO, SEM, ad management, web compliance, data analytics, videography and editing, IT, and commercial drone piloting. I am passionate about anything and everything in the world of technology.

Certifications

Google Analytics Certification

Google Ads Search Certification

Google Ads Measurement Certification

Experience

Web Developer, Searle Creative

Ventura, CA | May 2017 – Present

Web Development & Design

Full-stack WordPress developer managing end-to-end development lifecycle, including design, CSS/PHP scripting, styling, and maintenance. Utilized Git for version control and collaboration. Worked extensively with many major brands in the web hosting and domain industry.

Data Governance & Analytics

Integrated tracking pixels and utilized systems such as GA4 analytics (certified), Google Tag Manager, Google Search Console and DashThis to plan site improvements, measure results, improve audience targeting, and present data reporting in an understandable format for clients, ensuring compliance with cookie notifications and data retention settings.

Marketing & Ad Platform Expertise

Managed SEO, SEM, and data reporting using Google Ads (certified), LinkedIn Ads (certified), Meta Ads (pending), GA4 Analytics, and other major platforms to drive client success.

Digital Compliance & Regulatory Expertise

Led efforts in researching complex regulations to create workflows that the team could execute to ensure website and marketing compliance with WCAG 2.2, GDPR, CCPA/CPRA, protecting client brand integrity and meeting all legal data regulations.

Cross-Functional Teamwork & Knowledge Base Development

Collaborated with internal teams, external contractors, and clients to ensure compliance, IT infrastructure management, and process scalability. Utilized tools to facilitate collaboration and Agile compliant project management solutions such as Asana in collaboration with Toggl for time management and accurate client billing. Spearheaded the creation of a company-wide knowledgebase, improving scalability and standard practices for future growth and compliance initiatives.

IT & Infrastructure Management

Managed IT operations, including server management, cloud backups, and troubleshooting across internal and remote teams, ensuring technical compliance for data handling and security. Recently helped facilitate the transition to a better and more secure infrastructure by working with a local MSP.

Videography & Editing

Produced high-quality hero videos, social reels, and commercial drone footage for a diverse client portfolio. Expertise in editing, color grading, and video production, with an active Part 107 commercial drone pilot certification.

Owner/Drone Pilot, Insignia Imaging

Ventura, CA | Dec 2021 – Present

Pre-Flight Research & Safety

Conducted thorough location research to assess airspace restrictions, weather conditions, and potential site-specific issues, ensuring safe and efficient UAV operations.

Data Collection & Workflow Optimization

Managed data collection of drone imagery for orthomosaic mapping and photogrammetry, utilizing various UAVs to capture high-quality imagery for reliable and accurate results.

Data Processing & Application

Processed drone-collected data for diverse uses, including job site progress reports, roofing inspections, and more, providing actionable insights to clients.

Software Proficiency

Expert in utilizing industry-standard tools such as OpenDroneMap, Drone Deploy, Pix4D, Agisoft Metashape, Meshroom, and QGIS to generate orthomosaic maps and 3D models for client projects.

Satellite Data Mapping

Leveraged Landsat and Sentinel satellite data to create detailed maps, including agricultural applications for plant health monitoring.

Web Developer, The Studio WLV

Newbury Park, CA | Nov 2015 – April 2017

WordPress Development & Client Support

Developed and maintained 40+ WordPress websites, providing custom theme development, security management, and full-stop client technical support for their website, email, hosting, and registrar services.

Server & Hosting Management

Managed a VPS server running WHM for 30+ client accounts, overseeing server health, uptime, and client hosting requirements.

Analytics, Ecommerce & Integration

Integrated client sites with Google Analytics, Search Console, AdWords, and Merchant Center, enabling comprehensive data tracking and e-commerce with payment and shipping functionality.

IT Infrastructure & Support

Managed company IT infrastructure, including the building, setup, and configuration of workstations, servers, VOIP server and phones, as well as internet enabled DVR system and cameras.

Information Systems Technician, Clinicas Del Camino Real

Ventura, CA | Nov 2014 – Nov 2015

Procedure Documentation, Training & HIPAA Compliance

Created detailed procedure documents for technical processes, ensuring consistent execution and serving as a reference for employees. Trained all new hires in a classroom-style environment, covering account setups, technical procedures, and ensuring completion of required HIPAA compliance training before they handled patient data.

Systems Management & Software Expertise

Worked with Active Directory, Exchange 2007, DameWare, Nexgen, Citrix (XenApp & Receiver), Solarwinds N-Central, Helpstar/ServicePRO, and PowerShell to manage systems and resolve IT issues.

Workstation Deployment & Troubleshooting

Set up, configured and deployed workstations, including cable management and Ethernet termination from workstations to patch panels based on departmental needs. Supported issues both remotely and on-site for all 13 clinics and offices.