Mason Crane
Website Developer

Contact Details

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Portfolio item located below.

Technical Skills

Mason is experienced in:

LAMP Stack: PHP, MySQL, Linux, Apache, PHPUnit

Front End Development: HTML5, CSS3, Twitter Bootstrap, Angular 2, Javascript, JQuery, AJAX

MEAN Stack: JSON, NodeJS, ExpressJS, MongoDB, Mongoose

Marketing & Analytics: Google Analytics, Facebook Ads, Google AdWords, SEO

Objective

- Information Technology is my specialty.
- I find that I am able to do my best work within a close-knit company with clear communication and direction.
- I am currently a Freelance Website Developer and Designer and am seeking a challenging position to utilize those skills within an innovative, growth-oriented company.
- I am most effective working for a forward thinking company that values long term partnerships and mutually beneficial development.

Overview

- As a Freelance Website Designer and Developer, I have satisfied both individual and corporate clients throughout the New Mexico area. I have used Wordpress, the LAMP stack as well as the MEAN stack to create functional and visually pleasing websites.
- My knowledge of on-page and offpage SEO has enabled me to optimize each website for high search engine rankings.
- Using YouTube with screen capture I have created compelling short videos to aid in the initial stages of search engine optimization and brand awareness.
- I have obtained multiple first page rankings on Google, YouTube, Bing and Yahoo search engines for personal and business client websites and videos.

Professional Experience

Technical Support & System Administrator, National Roofing Co., Albuquerque, NM   **September 2015 - Dec 2016**

Freelance Web Designer/Developer, Albuquerque, New Mexico   **February 2015 – present**

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Website Manager and Photographer, M&F Auto Sales, Albuquerque, New Mexico   **March 2014 – January 2015**

Managing Member, Mash Marketing, LLC, Albuquerque, New Mexico   **January 2011 – February 2014**

Education

Full Stack LAMP Web Developer, Deep Dive Coding Bootcamp, Albuquerque, New Mexico   **January - March 2017**

Full Stack Web Developer, Coding Dojo, San Jose, California   **March - July 2015**

Other Employment

Supervisor, Sunshine Theater, Albuquerque New Mexico   **May 2009 – March 2014**
Self-Employed Manager, The Salad Bowl, Albuquerque New Mexico   **August 2009 – Sept 2010**
Student Security, University of New Mexico, Albuquerque New Mexico   **Sept 2007 – Dec 2007**
Sales Associate, Hastings Entertainment Inc., Albuquerque New Mexico   **May 2007 – September 2007**

Portfolio

Largest single project to date was my redesign and redeployment of the website for the Hypnotherapy Academy of America™. The redesigned site can be found at http://hypnotherapyacademy.com/. The process involved taking the previous color scheme and two column layout and porting it over to a Wordpress foundation, with a premium WooThemes theme.

The project involved redesigning the logo to meet client specifications, as well as some video and photo editing for staff, classroom and testimonial photos and videos. I was also tasked with adding new content pages, and redesigning their contact form to capture new sales leads. While I was setting up each new page and post within their new website I was optimizing the content and media for optimal placement in Google, Yahoo and Bing search for specified keywords and phrases.

After uploading and testing the redesigned website to the client's web host I was asked to analyze and optimize their Google AdWords campaigns, which resulted in a reduction in monthly cost, as well as more targeted paid traffic.