EAMON MCHUGH, MBA

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LinkedIn | GitHub | Portfolio

Professional Summary

Front End Designer with extensive experience crafting conversion focused web pages. Innovator passionate about designing beautiful products with accessible user experiences. Proven complex problem solver with exceptional interpersonal communication abilities that thrives in collaborative team environments motivated to continually improve their skills.

Technical Skills

HTML5, CSS3, SCSS, Photoshop, Figma Unbounce, Clickfunnels, Wordpress, JavaScript, JQuery, Node.js, Node Package Manager, Webpack, MySQL, MongoDB, APIs, JSON, AJAX, GitHub, Bootstrap, Materialize, Git, React.js, Redux, Google Analytics, Google Analytics 4, Google Tagmanager, Hotjar, Lightroom, Lighthouse

Relevant Professional Experience

Digital Marketing Consultant | Frontend Web Developer   2021 - June 2022
Kingsview Partners | Knight Strategic Wealth | Fundr; Westport, CT
Independently managed all aspects of the development lifecycle, including technical analysis, architecture, design, programming, deployment, and maintenance of company web pages utilizing Figma, Miro, Visual Studio Code, Github and Wordpress.

Marketing Associate | Creative Web Designer Lead   2021 - June 2022
IB Group | Prosper Trading; Westport, CT
Conversion focused web developer designing responsive web pages and utilizing innovative technology to track and analyze performance metrics. Spearheaded development of dynamic landing pages from scratch. Launched visually appealing user-friendly sites with interactive features to optimize traffic, pageviews, site "stickiness" and user experience. Built and launched new features using A/B testing and consumer insights.
- Integrated new single-click add-to-cart buttons increasing average cart values across all sales pages.
- Redesigned product landing pages, increasing conversion rates 260% and average cart value 161%.
- Increased conversion rates by 23% after pioneering new data analytic technologies
- Boosted sales by utilizing Lighthouse to test and optimize web page load times.

Relevant Projects

Fundr | https://fundertrading.com/ | https://github.com/Eamon02/Funder-Custom-Theme
Collaborated with team members to develop a user flow and design wire-frames with Adobe XD to ultimately develop and build a custom wordpress theme from scratch
- **Role:** Lead designer and developer
- **Tools Used:** Vscode, SCSS, Wordpress, Divi Builder, Gravity Forms, Cookie Law Info, Yoast SEO, HTML, CSS, JavaScript

Kingsview Partners | https://partnerwithkingsview.com
Redesigned and developed a website for an advisory firm to revamp brand image and attract new potential partners
- **Role:** Lead designer and front end developer
- **Tools Used:** Wordpress, Divi Builder, Divi Supreme Pro, Divi Image Hover, Gravity Forms, Custom 404, Yoast SEO, HTML, CSS, JavaScript

Knight Strategic Wealth | https://knightstrategic.com/
Developed website for an investment advisory business focused on lead generation for retirement planning services
- **Role:** Lead designer and front end developer
- **Tools Used:** Wordpress, Cornerstone, Custom 404, Custom Post Type UI, Envira Gallery, Formidable Forms, Slider Revolution, Yoast SEO, HTML, CSS, JavaScript

Additional Professional Experience

Educator   2020 - 2021
Lululemon; Greenwich, CT
Financial Acquisitions Intern   2019 - 2020
Richman Capital; Greenwich, CT

Education

Full Stack Web Development Certificate - University of Connecticut | April 2021
Master of Business Administration in Marketing - Providence College, RI | June 2019
Bachelor of Science in Finance - Providence College, RI | May 2018