Eamon McHugh, MBA

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PROFESSIONAL SUMMARY

Experienced product designer with a track record of innovation and creating a culture of experimentation to solve core customer needs in the product domain. Proficient in agile delivery methodologies and data-driven decision making with a strong ability to operate with complete independence and autonomy. Skilled in communicating with impact, eloquence, and authenticity to executives, peers, and staff.

WORK EXPERIENCE

Project Development Consultant,   *July 2022 - Present*
Mutual Development Services Corp.

- Utilized agile delivery methodologies to deliver successful projects
- Built relationships and partnered with other teams to drive project success
- Coordinate the acquisition of multifamily and elderly apartment unit complexes located in Puerto Rico
- Conducted ongoing development and rehabilitation of acquired complexes
- Main point of contact for client relations, suppliers, and contract negotiations
- Managed the development of a Tenant Relocation Plan, organized documents and prepared financial budgets

Marketing Specialist, Kingsview Partners   Dec 2021 - June 2022

- Managed all aspects of the web development lifecycle, including market research, prototyping, graphic design, development, release, testing, monitoring and maintenance
- Conducted A/B split testing and utilized user analytics to design website changes using data-driven decision making
- Built web pages and user experiences to drive traffic, conversions and KPI's
- Provided technical expertise to improve the user experience, performance, web accessibility and best practices

Marketing Associate,   Aug 2021 - June 2022
IB Group, A Division of Kingsview

- Collaborated with marketing team to design, create and advance digital media strategies for paid search
- Coordinated in the design, testing and targeting of digital ads
- Built responsive landing pages from scratch combining new and innovative technology to track and and analyze performance metrics in order to improve user journeys, storytelling and increase conversion rates by 23%
- Deployed visually appealing, user-friendly sites with interactive features to optimize traffic, pageview times, and user experience
- Researched and developed insights to further optimize and launch new features such as single-click add-to-cart buttons, increasing average cart values by 161% across sales pages

EDUCATION

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

SKILLS

Frontend: HTML5, CSS3, SCSS, React, Angular, Bootstrap, Materialize, Tailwind
Backend: JavaScript, JQuery, Java, TypeScript, Node.js, MySQL, MongoDB, GraphQL, Apollo
Tools: Webpack, Git, Google Analytics, Google Tagmanager, Hotjar, Lighthouse
Technologies: Visual Studio Code, IntelliJ, Adobe Suite, Figma, Unbounce, Clickfunnels, Wordpress