

# John Kent

## Full Stack Software Engineer

Boston, MA | 617-529-2135 | jjk701@gmail.com | [GitHub](#) | Portfolio | [LinkedIn](#)

I'm a Software Engineer and Financial Services professional with experience in all facets of website/content management and strategy. I have worked on multiple website redesigns and other large projects in an Agile environment, preparing me for the next step in my career. I bring a collaborative mindset to all of the projects I work on and believe that teamwork makes for better end results.

### SKILLS

- Programming Languages: HTML, CSS, Javascript
- Frameworks: Bootstrap, Flexbox
- Databases: Mongo DB, Python
- ReactJS
- Github, Wireframing

### RELEVANT EXPERIENCE

**Software Engineering Immersive | General Assembly** | Remote | August 2022 – November 2022

Successfully completed 500+ hours of expert led instruction in Full Stack Software Development and hands-on learning of Full Stack fundamentals and the industry's most in demand technologies. Developed projects, including:

- [Boston Beer Hall](#): Built with HTML, CSS, Javascript, Bootstrap, EJS, MongoDB [\[GitHub Repository\]](#) [Tyrion's](#)
- [Tyrion's Connect Four Game](#): Built with HTML, CSS, Javascript, Bootstrap [\[GitHub Repository\]](#)

**VP, Digital Communications Manager | Citizens Bank** | Dedham | July 2017 – November 2020

- Developed, built and implemented daily content for online campaigns, newsletters, microsites utilizing CSS, HTML, some JS and JQuery, edited and created SharePoint portals
- Conducted inventory management and quality control for department intranet portals
- Trained and mentored 4 content marketing editors on SEO and UX/UI best practices to drive deeper engagement and higher response rates for campaign creative including landing pages/micro-sites. Changes resulted in a 23% lift in colleague engagement metrics
- Defined key business goals and created/managed budgets for digital projects by conducting stakeholder interviews and communicating goals clearly to product, IT, and creative teams
- Reported on monthly/quarterly marketing campaigns and site utilization with Google Analytics
- Managed vendor relationships including contract negotiation and IT related projects/products

**Senior Digital Strategy Manager | Beth Israel Lahey** | Boston | April 2016 - January 2017

- Managed day to day operation of the BIDMC public website and intranet, including CSS and HTML
- Oversaw/Managed the creation of processes, requirements, and timelines for all IT related projects
- Effectively managed workflow for a team of digital editors and project managers
- Collaborated with internal departments and outside vendors for website upgrades
- Evaluated, hired and managed software vendors and developed agencies as needed

**Senior Internet Content Manager | Santander Bank, N.A. | Boston | August 2011 - April 2016**

- Operated the main company website and developed, built and implemented daily content, campaign pages and microsites utilizing CSS, HTML, and Javascript. Owned multi-site evolving strategy, testing and IT roadmap
- Conducted A/B and multivariate tests on campaigns, resulting in 15% average yearly lift in digital product sales
- Researched, negotiated and oversaw implementation of new content management system resulting in a \$300,000 savings
- Managed and reported on integrated digital marketing campaigns results using Adobe Omniture and Google
- Decreased new/existing campaign churn 40% thorough creation of new processes including: requirements documentation, budget management and project tracking

**EDUCATION**

**Software Engineering Immersive Bootcamp Program | General Assembly | Remote**

**BS Business Management, Concentration Marketing | Bridgewater State University | Bridgewater, MA**