

RYAN PEARSON

Web Developer

SKILLS

HTML, CSS, SASS, PHP, JavaScript, WordPress, Advanced Custom Fields, React, Gatsby, Chakra UI, Framer Motion, Git, SEO, jQuery, Webpack, Express, Netlify, Firebase, Redux, Styled Components, Node, Bootstrap, Photoshop, XD



EDUCATION

Bachelor's in Economics and a certificate from the Technology Management Program

University of California
Santa Barbara
2007-2011

 RyanPinPB@gmail.com



(858) 740-8495



RyanPearson.website



linkedin.com/in/ryanpinpb

EXPERIENCE

PacificBeachHomes.com | San Diego, CA | Sept 2018 – Current **Founder**

- Managed full-cycle design, web development, content and SEO tasks, handling all phases from conception to completion.
- Used Git and "test" subdomain for troubleshooting prior to deployment.
- Developed mobile first website with responsive layouts.
- Managed server specifications and front-end code to meet specific requirements such as Google's Lighthouse audit and speed tests.
- Developed custom theme, including functions and page templates
- Webpack implementation to bundle JavaScript and SCSS, with inline styles for critical assets and non-render-blocking local fonts.

1 Point 21 Interactive | San Diego, CA | Dec 2018 – Aug 2019 **Digital Account Manager**

- Managed around 40 clients at a time with reporting, implementation and consulting.
- Consulted clients on website, SEO, content, GMB and PPC marketing strategy.
- Provided WordPress and analytics training to clients for new sites.
- Handled questions for billing, upgrades, problems and some HTML & CSS edits.
- Maintained client records with custom reporting software which aggregated Google Analytics, Google Ads and Gravity Forms to promote accurate progress, invoicing and account continuity.
- Used consultative sales techniques to pinpoint customers' marketing needs and close on short-term and long-term sales contracts.

LaJollaAgent.com | San Diego, CA | Apr 2015 – Sept 2018 **Digital Marketing Strategist**

- Created and proofed campaigns: development of custom property websites, Mailchimp E-blasts, social media, blog posts, postcards and other print media.
- Google and FB Ads lead management, HTML & CSS edits for landing pages.
- Operational improvements which resulted in savings and improved profit margin.

National Funding | San Diego, CA | July 2014 – Apr 2015 **Business Finance Consultant**

- Sales – Inbound and outbound for business loans – Experience with Salesforce.
- Credit and financial statement analysis, providing capital for business owners.
- Handled 100's of calls per week to address customer inquiries and concerns.

Heller Real Estate Group | Encinitas, CA | Feb 2013 – July 2014 **Digital Marketing Specialist**

- Online marketing strategies and lead conversion along with realtor duties.
- Increased multi-platform online efficiency, generating leads and online presence.

LaJollaAgent.com | San Diego, CA | Apr 2011 – Jan 2013 **Digital Marketing Assistant**

- Built WordPress website w/ API integration for San Diego's MLS (data exchange).
- Resolved technical problems, improved operations and provided support.