

RYAN PEARSON

Web Developer

SKILLS

HTML, CSS, SASS, PHP,
JavaScript, WordPress,
Advanced Custom Fields,
Terminal, Node, Git, SQL,
React, Express, Bootstrap,
Google Analytics/Ads, FB
Ads, Mailchimp, SEO, SEM
Rush, cPanel



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.