Sean Bost

seanbost.com | seantbost@gmail.com | 321.474.7874

Employment

Web Developer, *The Original YP Network*

Jan 2023 - Feb 2024

- Maintained and iteratively improved several websites and apps
- Rewrote sites' searching and ad retrieval algorithms to be object-oriented and dynamic, providing richer and faster results
- Designed directory app with deliverables spanning from concept and requirements to a functional high-fidelity Figma prototype
- Pitched and developed robust internal conversion analytics tool providing key insights to refine customer sign-up process
- Standardized all webapp logic and implemented version control
- Briefly produced all new graphics before training a production artist and later an additional web developer

Marketing Coordinator, *All American Mobile Detailing*

Dec 2020 - Sep 2021

- Oversaw all ad and social media campaigns nationwide
- Built new data-driven contractor recruitment system that directly resulted in the doubling of detailer headcount and metros served
- Formalized company's brand and digital presence via style guides, content and promotion calendars, and QA testing
- Maintained average CPA during intensive and rapid scaling through A/B testing and automating new retention marketing efforts

---

Education

Bachelor of Digital Media - Web Design, *University of Central Florida*

Aug 2020 - May 2025

Associate of Arts, *Eastern Florida State College*

Aug 2020

Certified Associate Web Design Specialist, *Adobe*

Oct 2017

Competencies

Design —

- Responsive web and app design
- UX and UI design
- Wireframe and mockup creation
- Interactive prototyping (Figma)
- Product ownership

Development —

- HTML, CSS, SASS, WordPress
- JavaScript, jQuery, JSON, XML
- PHP, Lucee, SQL (MSSQL Studio)
- MVC and Agile methodology
- Version and task management (Git, Jira, Zapier)

Research —

- Quantitative and qualitative data analysis and collection
- Google Analytics, MS Clarity
- User interviewing and surveying
- Usability testing

Marketing —

- Social media management
- Google and Facebook Ads
- Email marketing (Mailchimp)
- Graphic and video production (Adobe Photoshop, Premiere)