

Senior Web Developer & Web Project Manager Senior Web Developer & Web Project Manager
Senior Web Developer & Project Manager Watertown, MN Senior web developer with more than 10
years of experience planning, developing and implementing E-commerce strategies and solutions.
Full-stack developer with a background from front and back-end development to SEO strategies,
server and database management, Google Analytics and A/B testing.

<https://www.linkedin.com/in/ben-larson-a094591a> Work Experience Senior Web Developer & Web
Project Manager ID Wholesaler - Saint Louis Park, MN January 2014 to September 2017 - Web
Project Manager for site launches, redesigns and feature implementation. - Responsible for
managing and maintaining our 7 web properties. - Oversee SEO strategies and implementation. -
Develop PPC and email landing pages. - Assist with eBay, Amazon and other outside channel
acquisition. - Assist with email marketing strategy and implementation. - Develop A/B testing and
UI / UX optimization. - Manage two-person web team. Webmaster ID Wholesaler - Saint Louis Park,
MN December 2011 to December 2013 - Assist with the management and on-going development of
our 3 main web properties. - In charge of all server and database management. Including auto-fail
over and back- up strategies. - Develop and maintain PPC and email marketing landing pages. -
Maintain data feeds for email marketing and channel acquisition. Web Content Specialist ID
Wholesaler - Saint Louis Park, MN September 2009 to December 2011 - Assist with PPC and
landing page development. - Write product descriptions and manage product data. - Write SEO
content and email marketing content. - Assist with SEO strategies and implementation. Web
Content and Development Aug 2007 to Sep 2009 FurnitureDealer.net ? Brunsville, MN - Help
maintain clients websites and E-commerce strategy - Post client promotions and assist with their
email marketing - Assist clients with their SEO strategy and implementation - Product and category
page content writing Education Bachelor of Arts in Political Science University of Minnesota -
Minneapolis, MN 2007 Skills PHP (10+ years), SEO (10+ years), HTML (10+ years), CSS (10+
years), Google Adwords (10+ years), Google Analytics (10+ years), Google Webmaster Tools (10+
years), Web Development (10+ years), A/B Testing (10+ years), Microsoft Office (10+ years),
Ecommerce (10+ years) Links <https://www.linkedin.com/in/ben-larson-a094591a>

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