WEB MANAGER/ DEVELOPER WEB MANAGER/DEVELOPER Leesburg, VA Authorized to work in the US for any employer Work Experience WEB MANAGER/ DEVELOPER SOCIETY FOR IMAGING INFORMATICS IN MEDICINE - Leesburg, VA January 2012 to Present * Increased organic traffic by 11% through SEO improvements * Achieved brand awareness by creating meeting specific microsites * Reached new customers through inbound marketing and social media campaigns * Expanded attendee experience by developing a meeting app for annual meetings * Assisted with multiple website redesigns ONLINE CONTENT MANAGER 1105 MEDIA, INC - Falls Church, VA October 2007 to December 2011 * Increased web traffic by reformatting newsletter and adding trivia questions * Doubled the number of members registered in the online forum * Expanded digital reach through email and social media campaigns * Managed website for my division MANAGER OF INFORMATION SYSTEMS FEDERAL EMPLOYEES NEWS DIGEST, INC - Herndon, VA March 1999 to October 2007 * Increased weekly subscribers by moving weekly News Digest to digital * Reached new customers through email and promotional ad campaigns * Saved FEND time and money by automating daily tasks and initiating online payments * Managed website for company Education BACHELOR OF BUSINESS ADMINISTRATION in Computer Information System James Madison University December 1993 U.S. ARMY RADIO MAINTENANCE SCHOOL - Fort Sill, OK October 1990 Skills Microsoft Office (10+ years), Wordpress (3 years), Dreamweaver (10+ years), Photoshop (6 years), Drupal (2 years), CMS (10+ years), CSS (10+ years), SEO (6 years), Javascript, HTML 5 Links http://SIIM.org http://LoudounSoccerReferee.org http://www.FranconiaUMC.org http://www.FederalSoup.com http://www.CourtlandRuralVillage.com Military Service Branch: Army National Guard Service Country: United States Rank: E4/Specialist May 1989 to May 1995 * Performed troubleshooting and maintenance on communication equipment * Provided communication between the tactical operation center and the soldiers in the field * Lead training classes for other soldiers Certifications/Licenses HUBSPOT CONTENT MARKETING August 2016 to August 2019 This course will teach you how to build scalable, repeatable processes for creating and promoting content that converts into leads and new customers. If you're creating content or managing content creators - this course will give you expert tactics for efficiently building

your content library, and extracting more value from every content asset you create. HUBSPOT EMAIL MARKETING December 2015 to December 2018 2.4 million emails are sent every second worldwide, but most of them are never opened. This advanced email marketing training course will teach you how lifecycle marketing, segmentation, email design, deliverability, analytics and optimization come together to create an email marketing strategy that grows your business, and your career. HUBSPOT INBOUND MARKETING November 2015 to November 2018 HubSpot Academy's Inbound Certification course consists of twelve class lectures that span the four stages of the inbound methodology. From optimizing your website, to landing page anatomy, to honing your inbound sales skills, this free certification course covers the basics of what inbound is all about. Assessments Search Engine Optimization Highly Proficient August 2019 Measures a candidate's ability to interpret online website performance metrics and understand search engine optimization tactics. Full results: https://share.indeedassessments.com/share_assignment/53t3bbk4vg8v2bjc Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field. Additional Information ONLINE EXPERIENCE SPECIALIST with 27 years of work experience in the IT field, including 19 years in the web development field. I have increased the online presence of small organizations as well as large organizations. As a web developer, I have years of experience in designing, maintaining, and migrating websites as well as increasing digital awareness through SEO, user experience, and inbound marketing.

Name: Jason Morales

Email: kennethhiggins@example.net

Phone: 001-803-774-6806