

# Robert McDonough

Junior Web Developer



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## EDUCATION

### PENN STATE UNIVERSITY

Bachelor of Arts  
Telecommunications  
2009 - 2013

### UNIVERSITY OF PENNSYLVANIA

Certificate  
Full Stack Web Development  
2019

### GOOGLE ACADEMY

Certificate  
Google AdWords, Google Search  
2018

## TECHNICAL SKILLS

HTML5, CSS3, JavaScript, jQuery,  
Bootstrap, Firebase, Node.js,  
MySQL, MongoDB, Express,  
Handlebars.js, React

## AREAS OF EXPERTISE

Developing and Managing Web  
Content, Project Management,  
Content Management Systems,  
eCommerce and Digital Media

## AWARDS & ACCOMPLISHMENTS

Penn State University Dean's List  
Spring 2011 - Fall 2012

SEO Best Practices Award  
1and1 Internet - Spring 2014

## SUMMARY

I am a highly motivated tech-savvy individual with a proven track record of creating high-quality web and mobile content. I hope to work with other tech-driven individuals to develop and execute strategies that raise the visibility of digital content across multiple platforms.

## PROFESSIONAL EXPERIENCE

### PROJECT LEAD

Vanguard - 2016-2018

- Responsible for developing and maintaining fund performance literature for a wide range of clients including financial advisors, institutional, and retail investors.
- Published and updated web content through OpenText TeamSite, an Oracle based enterprise content management system.
- Collaborated closely with legal teams in order to adhere to the latest financial information publishing laws.

### ECOMMERCE CONTENT WRITER

Unique Industries - 2014 - 2016

- Created high quality web and mobile content for high-profile clients including Amazon, Wal-Mart, Michaels.com, Toys R Us, and Family Dollar.
- Adhered to SEO best practices and maintained a unique written voice for each customer's target audience and branding strategies.
- Analyzed SEO metrics and purchasing behaviors to conceptualize effective digital B2B content marketing solutions.

### WEBSITE SPECIALIST

1and1 Internet - 2014

- Streamlined and managed the deployment of the "Maintained by Experts" all-inclusive web development package.
- Utilized Google Analytics and Webmaster Tools to track the performance of SEO and SEM tactics for local search results.