

**David Cate**  
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**101 Lanier Lane, Swannanoa NC 28778**

### **Education**

Appalachian State University  
Bachelor of Science: Graphic Arts & Imaging Technology  
Minor: General Business  
Overall GPA: 3.06

### **Web Development & Online Marketing Experience**

*Front End / Back End Web Developer & Graphic Designer*

Appnet New Media Studio, Boone NC

May 2015 - April 2016

- Developed dynamic, secure web sites from scratch
- Launched visually appealing, user-friendly webscapes with interactive features to optimize traffic, page views, site "stickiness" and user experience (UX)
- Built customized websites to the highest specifications
- Worked under pressure to meet tight deadlines
- Worked closely with other developers and sales professionals
- Coordinated & communicated with the sales team to ensure customer satisfaction
- Quickly fit into any existing team of developers and sales professionals
- Worked directly with customers in order to meet their specific branding and design needs

*Internet Marketing Programmer*

Element-360, Asheville NC

April 2016 - present

- Design and build landing pages optimized for conversion using HTML/CSS/Javascript/Wordpress
- Design and manage dynamic and static Google Adwords re-marketing advertisements and campaigns
- Develop and implement SEO blueprints on clients existing websites
- Implement performance optimization tactics on clients websites in order to improve SEO ranking
- Create, implement and manage effective email marketing campaigns

### **Extended Programming Education**

*Launch School: Online School for Developers*

January 2017 - January 2018

- Developed ability to solve complex problems in the Ruby/Javascript languages
- Studied the foundations of programming extensively using Ruby/Javascript
- Learned both Ruby and Javascript OOP concepts to depth
- Built and deployed Ruby applications with Sinatra and Heroku
- Worked with RDBMS to build secure database backed applications

### **Skills**

Adobe Creative Suite, CSS3, HTML5, PHP, Ruby, Javascript, jQuery, Ajax, Async, Git, PostgreSQL, HTTP/HTTPS, Object Oriented Programming, Wordpress, Sinatra, Responsive Web Development, Branding, Marketing, Graphic Design, Page Layout, Customer Service, Hard Work Ethic, Team Player, Creative, Timely, Top Notch Communicator, Fast Learner, Outgoing, Friendly, Organized

### **References**

Mike Doble – [mike@appnet.com](mailto:mike@appnet.com), 888.926.4584  
Owner, Appnet

Dr. George Glisan – [glisangb@appstate.edu](mailto:glisangb@appstate.edu), 828.262.8155  
Associate Professor, Appalachian State University

Dr. Jonas Goldstein – [jonas.goldstein@msj.com](mailto:jonas.goldstein@msj.com), 828.213.1302  
Interventional Radiologist, Mission Hospital