

David Cate
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111 East Charleston Ave, 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
- Coordinate & communicate 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 HTML5/CSS3/Javascript/Wordpress
- Manage hosting services for company owned landing pages using AWS EC2 instances.
- 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 existing and new clients websites in order to improve search engine ranking
- Create, implement and manage effective email marketing campaigns
- Program applications and tools used for in house lead generation using advanced technology stacks such as React/Redux, Node.js/Express, and AWS Elastic Beanstalk/S3 Buckets
- Build brokerage websites optimized for search engine visibility using MLS database and REST API's to pull and display property listings

Extended Programming Education

Launch School: Online School for Developers

January 2017 - January 2018

- Developed ability to solve complex problems in the Ruby/Javascript programming 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 (PostgreSQL) to build secure database backed applications

Skills

CSS3, CSS Grid/Flexbox, HTML5, PHP, Ruby, Javascript/jQuery, ES6, React/Redux, Node.js, PostgreSQL, MongoDB, Git, AWS, Netlify, Heroku, REST API, HTTP/HTTPS, Object Oriented Programming, Wordpress, Sinatra, Responsive Web Development, Branding, Adobe Creative Suite, Internet 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 , 888.926.4584
Owner, Appnet

Dr. George Glisan – glisangb@appstate.edu, 828.262.8155
Associate Professor, Appalachian State University

Dr. Jonas Goldstein – jonas.goldstein@msj.com, 828.213.1302

Interventional Radiologist, Mission Hospital