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**Objective**

A junior developer role in a small to medium sized marketing-focused company whereby I can utilize my marketing experience and web technology skills to bring about positive growth to the company.

**Professional Profile**

Web marketer, with experience in online eCommerce sales and marketing tools, adept at identifying and expanding into new online marketing channels, optimizing web pages for better user engagement, leveraging analytics for increased page reach, and designing successful product and sales ads.

**Experience**

**RSR Electronics Inc.** December 2014 to Current Rahway, NJ  
 **Creative Director**  
 Closely followed user interaction on every page to advertise relevant products in the most trafficked parts of the page. Utilized mouse tracking tool to capture the most popular links and items and replacing the least visited links with more popular ones. Used design tools to create and update print catalogs, flyers, and product packaging. Increased user traffic via sales promotions during holiday events and regular email campaigns.  
 **Tools Used**: Indesign, Photoshop, Illustrator, Capturly, Google Analytics,

Google Adwords, Webmasters, MailChimp  
  
**Comptech Associates Inc.** April 2014 to December 2014 Somerset, NJ  
 **Office Manager**  
 Transitioned company web presence to an SEO friendly website  
 Created sales copy and homepage slide to promote services provided by Comptech  
 **Tools Used**: Photoshop, Illustrator, Google Analytics, Joomla, Wordpress  
  
**DAX Systems Inc.** June 2013 to February 2014 Parsippany, NJ  
 **Marketing Manager**  
 Maintained brand awareness through email blasts and newsletters  
 Created ads to promote products through Google Adwords  
 Tracked user engagement and reach through various analytics tools  
 **Tools Used**: Photoshop, Illustrator, Google Analytics, MailChimp

**Education**

**University of Scranton** August 2009 to May 2013Scranton, PA  
 **International Business**  
 3.5 GPA

**Skills**  
 **CMS & eCommerce**: Wordpress, Joomla, Volusion  
 **Design:** Adobe Photoshop, Illustrator, Indesign  
 **Web Analytics & Marketing**: Google Analytics, Adwords, Webmasters; Capturly  
 **Web Languages & Tools**: HTML/CSS, Bootstrap