

# Richard V. Haar III

haar.richard@gmail.com

(919) 815-5541

**Dev Portfolio:** <https://richardhaar.com/>  
<https://www.linkedin.com/in/richard-haar-a81916155/>

## EDUCATION

**EAST CAROLINA UNIVERSITY**- Greenville, NC  
BS, Economics | Minor in History

**UNC CHAPEL HILL** - Chapel Hill, NC  
Full Stack Coding Bootcamp Certificate

## SUMMARY

I'm a Front-end web developer and marketing analyst with over 6 years of experience in programming, digital marketing and brand development. I excel in cross-functional collaboration to provide innovative, high-quality products and services. My unique blend of technical expertise and analytical marketing insight enables me to enhance user-experience, optimize performance, and drive business growth across multi-channel marketing strategies and campaigns.

## EXPERIENCE

**Springer Studios** – Wilmington, NC | Senior Web Developer & Marketing Analyst

**Month 2022 – Present**

- Manage all web-based projects, turning performance insights into strategic marketing decisions by contributing to all on-page and off-page SEO strategies, monitoring multi-channel campaign performance, and identifying growth opportunities through data and market analysis.
- Increased client's conversion rates from 17% to 25% through strategic ad placements, targeted landing pages, and refreshed UI components, driving measurable growth in user engagement and down-funnel enrollment.
- Prepared and presented comprehensive weekly and monthly performance reports to senior leadership and client stakeholders, translating complex analytics into clear, actionable recommendations that drove a 15% increase in overall campaign ROI.
- Directed cross-functional a team of designers, developers, and marketing specialists, coordinating sprint planning, resource allocation, and stakeholder communication to deliver major web initiatives on time and within scope, including a full corporate website redesign launched two weeks ahead of schedule.
- Led the design, development, and A/B testing of 30 targeted landing pages, optimizing user-experience for conversion rates to maximize enrollment and new subscriptions.
- Conducted 32 in-person and virtual website training sessions, instructing key stakeholders on web maintenance skills and supporting them with customized documentation and video tutorials.
- Led the development and deployment of 46 websites and custom web applications, collaborated with cross-functional teams to prioritize reusable UI components design, ensuring brand consistency and scalability, while improving user-experience.

**HighClick Media** – Greenville, NC | Web Developer & Digital Marketing Specialist

**Month 2019 – Jan 2022**

- Conducted competitive keyword research, technical SEO audits and internal linking strategies to increase organic search rankings for internal brand websites by 30% in key offering categories.
- Collaborated with content writers to develop keyword-rich blog posts, landing pages and website content that increased user session duration and lowered bounce rates on internal websites.
- Managed multi-channel digital ad campaigns for internal brands and clients, leveraged Google Ads and SEMRush to optimize ad spend and maximize ROI.
- Leveraged targeted ad campaigns, A/B testing, and custom developed landing pages to increase lead generation and conversions by 20% on internal websites.
- Contributed to the development and deployment of 24 custom websites, utilized custom WordPress themes, JavaScript, HTML, CSS and PHP.

## Additional Information

- **Certifications:** Google Analytics, Google Ads
- **Languages, Frameworks & CMS:** React JS, Next.JS, Typescript, JavaScript, jQuery, HTML/CSS, PHP, Tailwind, Wordpress, Contentful, Webflow
- **Software & Tools:** AWS, Photoshop, Illustrator, Figma, Google Analytics, Google Ads, SEMRush, Zapier, Vercel, Github, Visual Studio Code
- **About Me:** Native North Carolinian, Eagle Scout of Troop 357, I'm an avid snow-skier