

## **Louis Novick**

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954-682-4921

### **Education**

University of Central Florida, Orlando FL

Major: Digital Media/Web Design

Minor: Marketing

GPA: Overall 3.5

### **Skills**

Operating Systems- IOS/OSX/Linux/Windows XP/Vista/Windows 7/Windows 8/Android

Programming Languages- HTML4/HTML5/HAML, CSS3/SASS, JavaScript/jQuery, PHP, MySQL, MongoDB

Software- WordPress, Sublime Text 2/3, Git, Infusionsoft, Teamwork, Basecamp, Cyfe, Foundation, Adobe

Photoshop, Adobe Illustrator, OpenProj, Microsoft Office, iTerm2, Alfred

Languages- English and Spanish

Strengths include Responsive Website Development, SEO, Problem Solving, Attention to Detail,

Teamwork, Professionalism, Customer Service, Written and Verbal Communication and Self-Initiative.

### **Experience**

**authenticWEB, Orlando FL**

**Web Developer**

**April 2014 – Present**

#### **Web Development**

- Responsible for both front and back end development of various websites.
- Leverage knowledge of CSS3 to develop Responsive websites that maintain fluidity on every device.
- Utilize WordPress to develop fully customized themes for clients.
- Employ Infusionsoft's API to integrate new and existing sites with our inbound marketing platform.
- Maintain older sites and add functionality if requested.
- Optimize sites for browser compatibility, responsiveness and faster load times.

#### **Marketing**

- Operated Infusionsoft/Adroll to produce, monitor and measure marketing campaigns.
- Practice best SEO practices to augment site activity.

**Northgate Lakes, Orlando FL**

**Community Assistant**

**May 2012 – July 2014**

#### **Advertisement, Marketing and Sales**

- Successfully utilized social networking applications such as Facebook, Twitter, Pinterest and Instagram to market Northgate Lakes.
- Accumulated total sales in excess of \$850,000 over a 2 year period.
- Successfully maintained a 50% prospect to Lease conversion ratio.
- Designed and implemented flyers using Microsoft Publisher which advertised property events and announcements to over 700 residents.
- Maintained mutually beneficial relationship with vendors and sought out co-op advertising opportunities.

#### **Administrative**

- Responsible for maintaining an environment conducive to exemplary customer service.
- Utilized database with prospect and resident records to enter work orders, process payments, perform follow up and file paperwork.
- Fostered a positive relationship with prospects, Residents, Vendors and Employees.