**FIRST M. LAST [To edit, Click File > Make a Copy]**

San Francisco, CA ∙ (212) 123-4567 ∙ first.m.last@resumeworded.com ∙ linkedin.com/in/username

**EXPERIENCE**

**MY-NAME CONSULTING SERVICES** New York, NY

*Independent Consultant / Freelancer [Try to add keywords to job title e.g. SEO Consultant]*2015 – Present

Developed strategic insights for seven medium-large companies ($5M+/year) to improve SEO, web traffic and conversions. Revamped and implemented new websites for four companies.

***Selected Projects***

* Search Engine Optimization project for American pet store
* Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x and 30% decrease in drop off rate
* Website Redesign for Top 5 Hospital in USA
* Drove redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time
* Identified steps to reduce return rates by 10% resulting in an eventual $75k cost savings
* Overhauled the obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
* Growth Strategy for Travel Agency
* Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x, 30% decrease in drop off rate, and 3x shares
* Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%

**RESUME WORDED CO.** San Francisco, CA

*Founder* 2015 – 2017

Founded career website to enable students and job-seekers to write more effective resumes. Recruited and managed remote team of 10 employees. Grew user base to 20k+ monthly active users in 2 years, and sold company to BigCompany for $2M.

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* Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
* Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x and 30% decrease in drop off rate
* Led the transition to a paperless practice by implementing an electronic booking system and a faster, safer and more accurate business system; reduced cost of labor by 30% and office overhead by 10%

**EDUCATION**

**RESUME WORDED UNIVERSITY** San Francisco, CA

*Bachelor of Engineering, Major in Computer Science*2011 – 2015

*Minors in Consumer Psychology and Mathematics*

GPA: 3.5/4.0; Dean’s List 2015-2016

**ADDITIONAL**

***Technical Skills***: Advanced in Java, PHP, Javascript, HTML/CSS; Proficient in MATLAB; [Add other skills from job description here; use Targeted Resume to identify what keywords to add]

***Languages***: Fluent in French, English; Conversational proficiency in Italian, German

***Activities***: Volunteered 20 hours/month at Alzheimer’s Foundation (2012-2014), Varsity Soccer (Supporting Coach)