

Mason Franceschi

SOFTWARE DEVELOPER

 [MasonTheDev](#)

Skills

Languages JavaScript (ES5, ES6), HTML5, CSS3, C
Frameworks & CMSs WordPress, Bootstrap
Tools and Utilities Git

Summary

I've solved challenges as a service technician, worn various hats in startups, automated workflows, integrated CRMs, and enhanced email marketing campaigns. I thrive in diverse settings, from fieldwork to remote tasks.

I'm currently studying through CS50, Zero To Mastery, and hands-on projects. I'm a lifelong learner and on an exciting journey to explore new technologies and frameworks.

Work Experience

ProspectaMarketing

Associate Marketing Manager

Remote
May 2021 - Present

- Managed large budgets efficiently across thirty offices; ensured maximum ROI and driving revenue growth.
- Managed paid search channels using diverse user acquisition channels.
- Monitored key performance indicators (KPIs); provided detailed reports to clients, highlighting campaign effectiveness and implemented optimization strategies.
- Studied customer behavior and performance data to drive key decisions; led to increase in lead conversion.
- Collaborated with cross-functional teams to implement new user acquisition strategies.
- Collaborate with office and account executives to conduct regular marketing evaluations.

Altitude Movement

Ninja Coach

Colorado Springs, CO
Sept. 2022 - Present

- Help athletes facilitate a passion to achieve their physical and mental peak, specializing in training and mentoring aspiring athletes in the art of obstacle course racing and Ninja Warrior competitions.

MyLeadCycle

Business Assistant

Remote
Aug. 2019 - Nov. 2020

- Implemented automated email marketing campaigns and led retention strategies for clients; utilized MailChimp and Zapier tools.
- Executed landing page design and A/B testing for effective lead generation through Instagram advertisements.
- Managed data migration and optimized workflow processes for client's digital marketing initiatives.
- Integrated Hubspot tracking on WordPress sites for client growth tracking.

John Bowman Construction

Installer

Fort Carson, CO
Nov. 2020 - May. 2021

- Led the installation of HVAC and refrigeration systems, demonstrating project management skills in executing job completion across military installations.
- Managed the installation of commercial air ducts, refrigeration piping, and rooftop air handlers in various air conditioning systems.

T&H Services

HVAC Refrigeration Manager

Fort Carson, CO
Aug. 2014 - Nov. 2019

- Maintained records and managed operations for a large portfolio of buildings; covered all HVAC/R disciplines.
- Implemented effective organizational systems for maintaining proper records, specifically focusing on the HVAC Department's EPA Program.
- Oversaw equipment and property management; ensured compliance and efficient distribution.

Education

CS50

CS50x: Introduction to the intellectual enterprises of computer science and the art of programming

Online
Aug. 2023 - Present

- Final Project: TBD
- Learning: C, Arrays, Algorithms, Memory Allocation, Data Structures, Python, SQL, HTML, CSS, JavaScript, Flask

Zero To Mastery

Complete Web Developer in 2023: Zero To Mastery

Online
July 2023 - Present

- Final Project: Building a full stack project called Smart Brain that will be able to detect a face in any picture
- Learning: HTML, CSS, JavaScript, React, Angular, Reacte Native, Node.js, Express.js, MongoDB, PostgreSQL