Mason Franceschi

SOFTWARE DEVELOPER

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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   *Remote*
Associate Marketing Manager   *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   *Colorado Springs, CO*
Ninja Coach   *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   *Remote*
Business Assistant   *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   *Fort Carson, CO*
Installer   *Nov. 2020 - May. 2021*

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

T&H Services   *Fort Carson, CO*
HVAC Refrigeration Manager   *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   *Online*
CS50x: Introduction to the intellectual enterprises of computer science and the art of programming   *Aug. 2023 - Present*

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

Zero To Mastery   *Online*
Complete Web Developer in 2023: Zero To Mastery   *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