

MASON FRANCESCHI

WordPress Developer / Account Manager
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GitHub | LinkedIn | Blog | Portfolio

EDUCATION

Zero To Mastery	USA
SEO Bootcamp Certificate	January 2024 - March 2024
Zero To Mastery	USA
Web & Mobile UI/UX Design Certificate	April 2024 - July 2024

EXPERIENCE

Prospecta Marketing SEO Specialist	Remote - USA May 2021 - Present
Regularly updated HTML and CSS code for website maintenance and optimization, ensuring adherence to industry best practices and standards.	
Executed technical SEO initiatives to enhance site performance, focusing on speed optimization, mobile responsiveness, and implementation of structured data markup, resulting in improved user experience and higher search engine rankings.	
Implemented on-page SEO techniques including meta tag optimization, heading structure improvements, and content enhancements to bolster website visibility and relevance in search engine results pages (SERPs).	
Conducted comprehensive keyword research and analysis, identifying strategic opportunities for optimization to drive organic traffic growth.	
Managed extensive budgets across thirty offices, prioritizing investments to maximize return on investment (ROI) and drive revenue growth.	
Oversaw paid search campaigns across diverse user acquisition channels, optimizing performance to meet campaign objectives and drive conversions.	
Monitored key performance indicators (KPIs), delivering detailed reports to clients that outlined campaign effectiveness and recommended optimization strategies to achieve desired outcomes.	
Utilized customer behavior insights and performance data to inform strategic decision-making, ultimately increasing lead conversions and driving business growth.	
Collaborated closely with cross-functional teams to develop and implement innovative user acquisition strategies, leveraging expertise in both marketing and web development.	
Facilitated regular marketing evaluations with clients and internal teams, fostering collaboration and driving continuous improvement in campaign performance and effectiveness.	

MyLeadCycle Business Assistant	Remote - USA August 2019 - November 2020
Spearheaded the implementation of automated email marketing campaigns and devised retention strategies for clients, leveraging tools such as MailChimp and Zapier to streamline processes and enhance customer engagement.	
Took charge of landing page design and conducted A/B testing to optimize lead generation efforts via Instagram advertisements, ensuring maximum effectiveness in capturing and converting leads.	
Orchestrated data migration initiatives and fine-tuned workflow processes to optimize the digital marketing endeavors of clients, resulting in improved efficiency and performance across campaigns.	
Integrated HubSpot tracking functionality seamlessly onto WordPress sites, empowering clients to effectively monitor and analyze growth metrics, thereby facilitating informed decision-making and strategy refinement.	

SKILLS

Programming Languages: C, HTML, CSS, Python, WordPress, SQL, JavaScript

CERTIFICATIONS

- SEO Bootcamp: Search Engine Optimization - Zero To Mastery.