Robert Massa
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EDUCATION

University of Massachusetts Lowell, Lowell, MA
Bachelor of Science Degree in Information Technology – May 2024
Honors: Magna Cum Laude, Website Design and Development Certificate

University of Massachusetts Lowell, Lowell, MA
Bachelor of Science Degree in Business Administration - May 2016
Concentration in Financial Markets

TECHNICAL SUMMARY

Skills: SEO Optimization | Content Writing | CRO Optimization | A/B Testing | UI / UX | Front End Design and Development | HTML | CSS | JavaScript | Google Analytics | Google Data Studio | Node | Git | SVN| Microsoft Excel | Microsoft Access | TeamMate Analytics | SQL | Python

EXPERIENCE

OFFICE OF THE MASSACHUSETTS STATE AUDITOR, Boston, MA (Hybrid)   **2023-Present**

Field Auditor II

- Conducting performance audits of various state agencies, departments, and programs governed by the Commonwealth of Massachusetts.
- Examining administrative records, budgets, and transactions for accuracy and conformance to GAGAS auditing principles and standards.
- Gathering relevant data and information through interviews, documentation review, and data analysis to help understand the operations and identify areas for further examination.
- Gained training with tools like Microsoft Access and Microsoft Power BI for Data Analytics

MONTE VERDE MEDIA, Burlington, VT   **2018 - 2023**

SEO Consultant

- Customized web development strategy for diverse client base to boost web traffic, conversion rates, and revenue through content changes, UX design and other solutions.
- Attracted higher customer traffic, conversions, and revenue after revamping page structure, layout, and content using HTML, CSS, and JavaScript
- Increased search volume at client website by producing location-based landing pages
- Met regularly with multiple clients concurrently, identifying and addressing their concerns while issuing updates
- Built ground-up website from conception to go-live using WordPress for a local law firm as sole web developer.

- Raised organic traffic by up to 250% year-over-year for individual URLs and overall by 37% for entire domain after retooling web content and blog posts
- Tested web copy and content using A/B and multivariate techniques deployed via Google Optimize for SEO optimization purposes. Implemented changes from this testing resulted in an overall organic traffic increase of 28% for the quarter.

INVESTCLOUD, INC., Tampa, FL   **2022-2023**

Front End Developer

- Designed and programmed interactive web pages, applications, and portals for investment firms, banks, and trusts using proprietary technology which employed the use of Excel, HTML, CSS, JavaScript, and SQL.
- Debugged software issues as a resource for QA and support staff, dually working in an Agile environment
- Helped remedy backlog and other support ticket issues using Jira

GENERATION USA, Washington, DC   **2021-2022**

Teaching Assistant / Front End Developer

- Familiarized adult learners with web development topics spanning HTML, CSS, command lines, Git, and JavaScript.
- Reviewed and debugged student code through assistance with final project viewable by employers via Github.
- Teamed with other teaching assistants to present new lessons easily understandable by students.
- Supported master instructor through daily virtual classes as well as grading and evaluating student performance.
- Created Country API using HTML, CSS, and Vanilla JavaScript to display interesting facts about various countries of the organization's students, including current weather.