

ROBERT A. MASSA

West Yarmouth, MA 02673 | 603-521-2909 | massarobert94@gmail.com | www.linkedin.com/in/robertmassa310/

FRONT END DEVELOPER

Ambitious and relentlessly solution-oriented IT professional qualified as a front end developer through continually expanding hands-on experience and academic training. Delivers quantifiable results through concurrent project management both independently and collaboratively through singular focus on requirements, deadline, and budget fulfillment. Connects and builds relationships with broad client base, consistently achieving high satisfaction levels. Nimble adjusts to changing priorities, assimilating easily into new teams, shifting focus as necessary, and supporting internal multidisciplinary divisions. Thrives in dynamic environments requiring continual learning and skill development.

Front End Development | Web / Mobile Application Development | Project Management | Coding | Web Design / Marketing
Search Engine Optimization (SEO) | Problem Resolution | Cross-Functional Team Collaboration | Client Management
Deadline Management | Troubleshooting | Cross-Browser Compatibility / Responsiveness | Secure Cloud Integrations
Managed Cloud Services | Web Application Integrations | Software Upgrades | Issue Tracking | Version Control

PROFESSIONAL EXPERIENCE

Front End Developer (Remote) | INVESTCLOUD, INC., Tampa, FL 2022-2023

Designed interactive web pages, apps, and portals for investment firms, banks, and trusts using proprietary technology, fulfilling all deadlines and budget requirements in collaboration with the project manager. Innovated scalable new functionalities deployable for existing and future clients with the product team. Helped remedy backlog and other support ticket issues.

- Optimized, styled, and programmed a new application screen integrated into a client's portal, maximizing knowledge of HTML, CSS, JavaScript, and Microsoft Excel.
- Debugged software issues as a resource for QA and support staff, dually working in an Agile environment.

Developer & SEO Specialist (Remote) | MONTE VERDE MEDIA, Burlington, VT 2020-2022

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. Refreshed web content through cleaner code, improving readability and search optimization. Chose content based on Google Search Console data analysis results.

- Customized web development strategy for diverse client base to boost web traffic, conversion rates, and revenue through content changes, web design and other solutions.
- Met regularly with up to 4 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.
- Impacted seven-fold increase in corporate revenue through improved search rankings on Google.

Teaching Assistant / Frontend Developer Program (Remote) | GENERATION USA, Washington, DC 2021-2022

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.

EDUCATION

May 2024 Candidate, Bachelor of Science, Information Technology, Web Design and Development Certification
Bachelor of Science, Business Administration / Concentration: Financial Markets
University of Massachusetts, Lowell, MA

Technical Skills: HTML5 | Node | Google Optimize | CSS3 | JSON | A/B & Multivariate | Javascript ES6 | MySQL | jQuery | WordPress
CMS | React | UI/UX | Wireframes | Bootstrap | Adobe Photoshop | Tailwind | Adobe | Slack | Azure | XML | Dreamweaver | JIRA |
Microsoft Teams | Git | Google Analytics | SVN | Google Data Studio