ROBERT A. MASSA

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Technical Experience and Expertise

- HTML5
- CSS3
- Javascript ES6
- React
- jQuery
- UI / UX
- Bootstrap
- Tailwind
- XML
- Git
- SVN
- Node
- JSON
- MySQL
- Wordpress CMS
- Web Design / Wireframes
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Coldfusion
- Google Analytics
- Google Data Studio
- Google Optimize
- A/B & Multivariate Testing
- SEO / Content Marketing
- Project Management (Slack, Azure, JIRA, Microsoft Teams)

Relevant Experience

Investcloud, Inc   Tampa, FL (Remote)   2022 - 2023
Front End Developer

- Developed interactive and responsive web pages, apps, and portals for investment firms, banks, and trusts using proprietary technology.
- Collaborated with the product team to create new functionalities that could be scaled and utilized for both current and future clients.
- Worked closely with the Project Manager to ensure projects were completed on-time and within budget.
- Multi-tasked in an Agile environment while providing assistance to QA and Support with debugging software issues.

Monte Verde Media   Burlington, VT (Remote)   2020 - 2022
Developer & SEO Specialist

- Redesigned the structure and layout of pages and content using HTML, CSS, and Javascript to increase traffic, conversions, and revenue.
- Researched keyword
- Conducted A/B tests using Google Optimize for SEO and CRO purposes.
- Created location-based landing pages for services to attract search volume to the client's website.
- Optimized existing content with a focus on clean code, readability, and optimization for search

Generation USA   Washington DC (Remote)   2021 - 2022
Teaching Assistant - Frontend Developer Program
- Instructed adults on a variety of web development topics, including HTML, CSS, Command line, Git, and Javascript.
- Debugged students' code and helped guide them through the process of creating a final project that could be showcased to employers on Github.
- Prepared and delivered presentations collaboratively with other TAs to introduce new materials to students in a way that helped them understand new concepts with minimal difficulty.
- Assisted the master instructor in conducting daily virtual classes every weekday, graded and assessed the performance of students in the Generation program.

Education

Bachelor of Science, Information Technology, Web Design and Development Certification
University of Massachusetts, Lowell, MA (expected graduation May 2024)
Bachelor of Science, Business Administration, Financial Markets concentration (May 2016)
University of Massachusetts, Lowell, MA