Michael C. Molchan

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WORK EXPERIENCE

Experienced front-end web developer with a proven track record of developing and executing comprehensive web marketing strategies and programs that deliver against key business objectives, to include content and email marketing, social media, search engine optimization, and web analytics. Additional capabilities and interests include UX/UI design, photography, and video production. Consistently demonstrates a strong work ethic, organizational skills and attention to detail, ensuring all projects are delivered on time and on strategy. A creative team player that works effectively with others and is motivated to do what is best for the company and the team.

Areas of Expertise:

Full-Stack Web Development, Responsive Web Design, Graphic Design, UX/UI Design, Illustration, Content Marketing, Email Marketing, Social Media Marketing, Wordpress, Web Analytics, CMS Experience, SEO/SEM, Adobe Creative Cloud, Photography, Video Production, Microsoft Office, & Microsoft Excel

Technical Skills:

HTML5 / CSS3 / SASS / JavaScript / jQuery / Bootstrap / Git / Github / Handlebars.js / Ember.js / Ruby / Ruby on Rails / Express / Node.js / MongoDB / PostgreSQL / Mongoose / AJAX

EXPERIENCE, CAPABILITIES & RESULTS

General Assembly – Boston, MA   May 2018 – August 2018

Completed a 12-week / 480+ hour immersive course on full-stack web development. Through hands-on experience working with cutting-edge libraries and frameworks I developed a strong understanding of programming fundamentals as well as a sufficient knowledge of computing, networks, and data structures. Working both individually as well as in a team setting, I successfully built a series of full-stack single-page applications. Projects include:

Golf Tracker - A full-stack application that tracks your golf rounds (JavaScript, jQuery, Handlebars.js, Bootstrap, Ruby on Rails, PostgreSQL).

Survey Says - A full-stack application used for creating custom surveys (JavaScript, jQuery, Handlebars.js, Bootstrap, Node, Express, MongoDB).

Bon Voyage - A full-stack Ember application that allows you to document the places in the world that you have traveled to, keeping track of your dining experiences, the places you've stayed, events/activities, and anything else related to your overall experience visiting the area (Ember.js, JavaScript, jQuery, Handlebars.js, Bootstrap, Ruby on Rails, PostgreSQL).

Allen Roche Group – Danvers, MA   February 2015 – May 2018

Integrated Web Marketer - Go-to member of the team responsible for delivering all web marketing strategies and campaigns, working closely with creative directors, designers, and account representatives. Effectively managed a significant increase in marketing campaigns and activities, due to new clients and an expansion of services to existing clients. Key capabilities demonstrated:

Content Marketing - Responsible for managing all online content, to include developing custom landing pages, managing online web banners, website maintenance and search engine optimization. Consistently delivering against client goals through effective content engagement strategies, to include simplified and personalized design, intuitive call-to-action tiles and optimized navigation. Responsible for promoting the company's online marketing strategy and coordinating web projects across departments and campaigns.

Email Marketing - Responsible for leading all HTML/CSS coding and multi-platform UX/UI design optimization, to include AB testing to generate the most effective subject line and email content; Consistently deliver desired open and click-through rates, in order to drive client sales. Responsible for recording and utilizing all web marketing analytics to assess campaign effectiveness.

Design - Collaborate with Design Department to visualize and execute effective design concepts that promote client engagement. Contribute to design process by creating sufficient design material including web banners, landing page graphics, icons, and various marketing material for the web.

Social Media - Responsible for managing social media campaigns, leveraging primarily Facebook, Instagram and YouTube platforms to drive new user engagement.

EDUCATION: Saint Michael's College | 2010-2014
BA: Journalism, Media Studies & Digital Arts; Minor in Art