



MICHAEL C. MOLCHAN

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PROFILE

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 web development, graphic 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.

EXPERTISE

Full Stack Web Development	Content Marketing	SEO/SEM
Web/Graphic Design	Email Marketing	UX & UI Design
Illustration	Social Media Marketing	Photography
CMS Experience	Web Analytics	Video Production

TECHNICAL SKILLS

HTML5	Bootstrap	Wordpress
Sass & CSS3	Ruby	Illustrator
JavaScript	Ruby on Rails	Premiere
jQuery	Git/Github	After Effects

EXPERIENCE

GENERAL ASSEMBLY – Boston, MA

Web Development Immersive | May 2018 - August 2018

Trained in a 12 week 480+ hour full stack web development program. Worked with front-end and back-end frameworks to build full stack applications. Developed a handful of programming skills while utilizing Git and Github for version control.

ALLEN ROCHE GROUP | Danvers, MA

Integrated Web Marketer | February 2015 - May 2018

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 coding and multi-platform 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.

MAGNETUDE CONSULTING – Newton, MA

Graphic Design Intern | Summer 2013

Responsible for developing graphic and web design content for the company website, social media platforms, blog content and all client marketing campaigns, brochures, slideshow presentations and statements of work. Successfully developed and executed over forty design executions.

EDUCATION

SAINT MICHAEL'S COLLEGE | 2010 - 2014

BA: Journalism, Media Studies & Digital Arts; Minor in Art