

MAX LEACH

WEB DEVELOPER

EDUCATION

MIT xPro

Jan 2022 - Dec. 2022

Professional Certificate in Coding: Full Stack Web Development

Full time bootcamp dedicated to working with the MERN stack, completing various projects using React, CI/CD pipelines, utilizing APIs, and testing.

Middle Tennessee State University Aug. 2017 - Dec. 2021

B.S. Music Business / Sociology minor

- Dean's List Recipient
- Acquired specialized knowledge in business and legal aspects of the music industry, with coursework in Copyright Law, Contracts, Music Publishing, Management and Accounting.
- Developed foundational web development skills through courses in C#, HTML, CSS, and JavaScript.

EXPERIENCE

ROYALTY SUPPORT ANALYST

March 2024 - Present

The MLC Hybrid- Nashville, TN

- Matched sound recordings to musical works using client data and company software to ensure accurate royalty payouts.
- Investigated source data, performed data entry and clean-up tasks, and reviewed peers' work to maintain high data quality.
- Communicated issues and collaborated with team members to develop and improve matching strategies.
- Updated work processes based on results and new data to enhance efficiency and quickly adapted to new procedures.
- Developed a Node.js application to automate data matching tasks, increasing productivity and accuracy.

SEO ENGINEER & WEBSITE MANAGER April 2023 - Present

Buckhead Dental Group, Hybrid-Atlanta, GA

- Performed front-end updates to webpages, bug fixes, and maintained CMS tasks.
- Set up a multi-domain Google Workspace for multiple practices, streamlining communication and reducing overhead by allowing the client to switch between practice portals and chat with each practice's team
- Generated a cohesive SEO strategy based on assessment, targeting user-client conversions and an overall increase in site traffic through competitive analysis and keyword research.
- Managed and troubleshoot DNS records and hosting environments, maintaining continuous uptime and ensuring seamless domain connectivity for multiple client websites.

CONTACT



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Dunwoody, GA



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github.com/mxleach

TECHNICAL SKILLS

LANGUAGES & FRAMEWORKS

- Javascript
- Typescript
- React
- Express
- Node.js
- Next.js
- .NET
- C#
- Twitter Bootstrap
- Tailwind

TECHNOLOGIES & TOOLS

- WordPress
- MongoDB
- GraphQL
- Docker
- Firebase
- REST APIs
- Git
- Heroku
- Visual Studio Code

SKILLS

- Public Speaking & Client Relations
- Problem-Solving
- SEO
- Adobe Creative Suite
- Copywriting
- Editing & Proofreading
- CMS Management
- Database Management

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EXPERIENCE

FREELANCE DIGITAL MARKETING & WEB SERVICES

Upwork & Independent Clients, Remote June 2020 - Dec 2024

- Consulted with clients (small business owners) to determine needs and goals.
- Took on a range of digital tasks for various clients, including custom web development, digital marketing campaigns, SEO, copywriting, editing, and website maintenance.
- Expanded the digital brand presence for various clients by implementing custom-tailored SEO practices, content calendars, engaging social media posts, and fixing site bugs.

EDITOR (LIFESTYLES) & CONTRIBUTING WRITER

MTSU Sidelines, Murfreesboro, TN Sept 2018 - Oct 2020

- Pitched and assigned article coverage ideas to a team of contributing student writers daily, covering campus-wide and local news.
- Led weekly meetings, advising suggestions to pitches and providing resources (i.e. cameras, press passes) accordingly.
- Used WordPress to re-design site, make routine updates (bug fixes, theme changes), manage the content publishing schedule, and edit writer's articles according to current AP Style Guidelines.
- Regularly produced articles in the digital and print versions of the University's newspaper, covering local stories and events in the Middle Tennessee area.

RADIO SHOW HOST, WEB TEAM MEMBER Jan 2018 - May 2019

88.3 WMTS Murfreesboro, Murfreesboro, TN

- Produced, coproduced, and hosted weekly radio shows for the University's station, holding interviews with guests and active students on campus and managing mixing/editing tasks in post-production.
- Added a live listening widget to the station website and assisted other students with site improvements via WordPress.

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