

Connor Sullivan

SOFTWARE DEVELOPER

ABOUT ME

My first coding experience was editing snippets of HTML and CSS for Landing Pages I helped setup for my client's ad campaigns. After taking a few online coding courses, I moved to Nashville in order to expand my dev education at NSS. This transition has helped combine my analytical based background as a Digital Marketing Analyst, my creativity as a guitarist, and curiosity about what makes software tick, to pursue career as a Software Developer.

CONTACT

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EDUCATION

Nashville Software School
Web Development Bootcamp
Aug. 2019 - Aug. 2020

University of North Florida
B.A., Marketing, 2015
B.S., Psychology, 2015

TECHNICAL EXPERIENCE

Nashville Software School

Aug 2019 - Current

Software Developer

Intensive, part-time, year-long software bootcamp covering the foundations and problem-solving skills related to Front and Back-End software development, catering to both individual and group work environments and experiences incorporating Agile development processes.

- Technologies stack:
HTML, CSS, JavaScript, React, AJAX, jQuery, Google Firebase, Bootstrap, SCSS, Bulma, Git/GitHub, Webpack, JSON, C#, ASP.NET Core 3.1 and T-SQL
- Built a variety of front end applications using React, Javascript & Webpack, that were linked to Firebase via Axios calls during the Front-End portion of the course, and am currently finishing up the back-end portion: where we've built APIs using Visual Studio and ASP.Net Core with a Model-View-Controller setup, and created databases using Transact-SQL via Microsoft SQL Server Management Studio to link to our front-end code.

PROJECTS

Group Project: Nutshell/Star-Destroyer - Team Lead

<https://github.com/nss-evening-cohort-10/nutshell-star-destroyer>

- Built a Star Wars themed single-page application with CRUD functionality on multiple Empire-related data collections that incorporated:
 - Firebase for database storage and authentication
 - jQuery for DOM manipulation of the CRUD elements
 - custom styling via SCSS
 - JavaScript and Webpack for bundling of application components
- As team lead, I facilitated daily stand ups with members, provided leadership and guidance on a uniform team ticket-writing process before we started coding, and during the coding process provided oversight and correction of all merge conflicts.

Front-End Capstone Project: guitArchive

<https://github.com/ConnorSullivan10/guitarchive>

- guitArchive allows users to archive the specs & details behind their favorite vintage instruments as well as research the specs of similar guitars via:
 - User authentication & storage of each guitar's data using Firebase
 - Creation and manipulation of each user's guitar specifications via CRUD components
 - Website and DOM elements created using JavaScript, JSX, React, and Bootstrap Styling
 - Custom "Tone Tips" button triggers a React Bootstrap modal that allows the user to get amp suggestions for their selected guitar based on the genre of their choosing

WORK EXPERIENCE

Takl Inc.

Feb 2019 - March 2020

Digital Marketing Analyst

Nashville based startup/app for gig-economy jobs specializing in home services and small chores

- Designed and maintained all internal Paid Search Advertising campaigns on the Google and Apple Search Ad Networks to optimize towards Job orders on the app, resulting in a year over year 74% reduction in cost per job ordered, while increasing:
 - Conversion rates by 2%
 - Click through Rates by 6.65%
 - Search Impression share by 18%
- Managed monthly analysis of in-app conversion metrics for our various advertising platforms using Google Analytics, Google Ads, Apple Search Ads, Microsoft Excel and AppsFlyer
- Organized company merch sales via our Shopify Store
- Assisted in reputation management, blog creation, and curation of content for YouTube ads and graphics for Digital Display advertising using Adobe Indesign

WORK EXPERIENCE (CONT.)

Web.com 2016 – 2019

Paid Search Advertising Project Coordinator

Apr 2017 – Feb 2019

Digital Marketing Agency that provides domain name registration and web development services

- Built, designed, maintained and tracked an average of 300+ digital marketing campaigns on Google and Bing for small to large companies for an active portfolio totaling \$180,000+ of monthly recurring revenue
- Managed and optimized search engine advertising campaigns to fulfill monthly budget spend and enhance campaign performance resulting in:
 - a monthly 5-7% portfolio churn
 - 87-91% of accounts that regularly hit their lead range generated by our ad campaign
 - average Click Through Rate of 4-5%
- Converted clients for budget upgrades, cross-product opportunities, and educated them on industry trends and more for each client's benefit
- Developed landing pages specifically catered to our ads using a proprietary internal web management system, to optimize performance and help drive the highest conversion and lead generation for our customers as possible, across multiple verticals
- Created monthly performance reports on the in-depth metrics measuring our clients' paid search campaign success including analysis of traffic performance, conversion rates, cost per lead, lead quality metrics, search impression share, keyword performance using Google Adwords, Google Analytics and internal company conversion attribution tracking systems

Account Manager II, Leads By Web

Sep 2016 – Apr 2017

- Allocated clients' marketing budget utilizing multiple online marketing channels, including SEO, PPC, Social Media, Display Advertising, Re-Marketing through Google, Bing and other online search engine platforms
- Advised clients of monthly performance updates and suggested ideal bidding strategies and budgets, creation of new content and landing pages to boost organic site presence and traffic, and other key performance metrics to ensure a strong monthly ROI based on their custom lead range
- Maintained and grew existing client base by 5-8% monthly, for a portfolio worth roughly \$1 million total in annualized budget, by obtaining a low churn percentage and capitalizing on potential upsell opportunities

Product Support Specialist: Social Media and Google Advertising

Mar 2016 – Sep 2016

- Provided ongoing management of Facebook and Google advertising campaigns, with a focus on customer service representation, brand awareness, ad copy/content creation and reputation management
- Tracked conversion metrics and daily spend from Social Media and Pay Per Click advertising campaigns, while driving social media engagement through Facebook ad campaigns and new customers acquisitions via Google Ads

Mighty Music Group

Feb 2015 – Mar 2016

Director of Client Relations

Recording studio based in Jacksonville Beach, Florida

- Directed all recording studio sales including booking, billing, and administrative duties to acquire new clients for recording sessions, artist management consultations, and studio rentals: including a commercial shoot for the NFL Network: where I assisted in set-design and training actors for the commercial spot booked at our studio
- Assisted in guitar tracking duties for all studio sessions alongside the head engineer