



RYAN SARGESON

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PROFESSIONAL SUMMARY

Tech-savvy Web Developer contributes specialty in search engine optimization, marketing, social media management and audio/video integration to launch custom-tailored code for website presence. Detailed understanding of complex, up-to-date programming languages and considerations. Innovative approach to actualizing organizational marketing plans. Resourceful navigation of intricate factors governing web planning, security, SEO and launch.

WORK HISTORY

WEB DEVELOPER, 08/2021 - 09/2021

Redmoor Health, Chorley, Lancashire

- Enhanced front end performance through image optimisation, clean coding practices,
- Kept abreast of emerging technologies, software and trends, and applied them to projects.
- Implemented Google campaigns and SEO for various types of websites.
- Utilised programming capabilities in PHP, SQL and JavaScript and other libraries as needed.
- Performed appealing, responsive and user-friendly front and back end web development for a range of projects across website, emails, landing pages.
- Oversaw troubleshooting of technical issues to solve problems within a reasonable timeframe.
- Designed, implemented and monitored web pages and sites for continuous improvement in a fast-paced environment.

FREELANCE WEB DEVELOPER, 02/2019 - 03/2020

Freelance, Ho chi minh, Vietnam

- Deftly handled varied aspects of lifecycle project management ensuring client satisfaction from concept to completion.
- Enhanced front end performance through image optimisation, clean coding practices, accelerating load-time.
- Offered meticulous attention to detail in online course creation and Facebook Group optimization for pixel-perfect results.
- Employed Activecampaign and chatbots to meticulously translate client requirements into conversion goals, maintaining 95% client satisfaction.
- Designed and created eye-catching, functional, intuitive websites, continually

exceeding client expectations.

- Utilised Wordpress to produce visually appealing designs that received 95% positive user feedback.
- Implemented Google campaigns and SEO for various types of websites.
- Established milestones for projects and ensured that all teammembers/freelancers were well-prepared so that deadlines were met.

SEO SPECIALIST, 03/2018 - 01/2020

Practical English Tips, Ho Chi Minh, Vietnam

- Spearheaded a 275% increase in conversion rate, by optimising 4 landing pages within 3 months.
- Researched competitors' advertising links over 18 months to ensure the website adapted with new trends.
- Achieved maximum ROI in 4 paid search campaigns by through split testing, and analysing data results for new trends.
- Optimised marketing strategy, by analysing reports, website analytics, PPC initiatives and campaigns.
- Developed landing pages, dashboards and online applications using Wordpress, Thrive Themes and Activecampaign and Afreh.
- Reviewed code to validate structures, assess security and verify browser, device and operating system compatibility.

ONLINE MARKETING SPECIALIST, 03/2018 - 01/2020

Practical English Tips, Ho Chi Minh, Vietnam

- Sourced and produced interesting, relevant articles/ whiteboard animation video summaries for improved student engagement.
- Utilised various video platforms, scheduling tools and CRMs to maximise content impact.
- Built positive, productive relationships with students to maximise long term revenue opportunities.
- Implemented successful marketing strategies for online campaigns of up to \$ 26400 per year.
- Increased organic website traffic by applying effective SEO techniques, including regular blogging, content optimisation, long-tail keywords, using Ahref.
- Created and published strategic articles, blogs and newsletters across diverse platforms, enabling effective segmentation of users and the delivery of dynamic content based on individual use needs.
- Created website content strategy that increased customer retention by 275%.
- Utilised Google Analytics to identify user patterns and adjusted strategy to maximise visitation.

SKILLS

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|----------------------------------|---------------------------------|
| • Front and back end development | • Marketing automation software |
| • Html | • Email management software |
| • CSS | • GitHub |
| • JavaScript | • Node.js |
| • Python | • Web development projects |
| • Laravel | • Content marketing strategy |

EDUCATION

Code Institute, Manchester, Expected in 04/2022

Web Development

The main weakness of being self taught is getting feedback and direction. I have to complete a total of four projects for the code institute.

I am using this as a way to get feedback on real projects that I would like to launch in the future.

Project One: Online language Courses (Javascript) Project Two:

Tradesmen web development (+ SEO) (Vue)

Project Three: IT recruitment (web scraping + machine learning) Project

Four: Ecommerce Store (React)

The projects are very different because the lockdown has taught me to be as versatile as possible not put all eggs in one basket.

Zero To Mastery, Online, 02/2021

Web Development

University of Lancaster, Lancaster, 07/2013

History