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EXPERTISE SKILLS

- HTML
- CSS
- JavaScript
- PHP
- SEO
- Google Analytics
- WordPress
- Email Marketing
- A/B Testing

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Marketing, College of Business, 2014

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

CMS DEVELOPER

Creative CMS Developer with a specialization in marketing technology and over 6 years of experience in building content management systems that enhance brand visibility and engagement. My background includes working with diverse teams to create CMS solutions that align with marketing strategies and drive customer engagement. I have a strong understanding of digital marketing principles and utilize my technical skills to develop systems that support SEO, analytics, and content personalization.

PROFESSIONAL EXPERIENCE

Marketing Innovations Group

Mar 2018 - Present

CMS Developer

- Developed a CMS that integrated with marketing automation tools, boosting lead generation by 35%.
- Created custom templates for landing pages, increasing conversion rates by 20%.
- Collaborated with marketing teams to ensure CMS features align with branding strategies.
- Optimized content for SEO, improving organic search rankings for multiple clients.
- Conducted A/B testing on content layouts, leading to actionable insights for future content strategies.
- Implemented analytics tracking within the CMS to measure content performance effectively.

Retail Web Solutions

Dec 2015 - Jan 2018

Junior CMS Developer

- Assisted in the development of a CMS for an e-commerce platform, increasing site traffic by 45%.
- Worked on maintaining product catalogs and ensuring data accuracy across multiple channels.
- Supported SEO initiatives by optimizing product content and images.
- Contributed to the redesign of the CMS interface, enhancing user navigation and experience.
- Participated in client meetings to gather requirements for CMS features and functionalities.
- Helped troubleshoot and resolve CMS-related issues, ensuring minimal downtime.

ACHIEVEMENTS

- Increased lead conversion rates by 30% through the implementation of targeted CMS strategies.
- Recognized for outstanding collaboration with marketing teams, enhancing project success rates.
- Developed a user guide that improved the onboarding process for new team members by 50%.