

Taylor Reed

WEB DEVELOPER

treed@gmail.com

123.456.789

linkedin.com/in/treed

Web Developer Summary

- Web Developer with 2+ years of experience, transitioned from sales, and optimized a product page, boosting conversions by 25%.
- Reduced website bounce rate by 30% at Innovatech through front-end enhancements.
- Increased user engagement by 20% at Apex Innovations with intuitive design improvements.
- Self-taught in full-stack development, and awarded a Web Developer Certificate.

Work Experience

Junior Web Development Innovatech

January 2022 - Present

- Transitioned from sales, and redesigned a product page, resulting in a 25% increase in conversions.
- Improved front-end performance, reducing website bounce rate by 30%.
- Collaborated with the marketing team to enhance SEO, leading to a 15% rise in organic traffic.

Sales Specialist Apex Innovations

June 2017 - December 2021

- Provided technical sales support, identifying customer needs and increasing product adoption by 20%.
- Conducted market analysis to guide web development projects, contributing to a 15% increase in user retention.
- Coordinated with developers to ensure sales insights were integrated into website updates, improving the overall user experience.

Sales Associate Bright Horizons

August 2014 - May 2017

- Exceeded sales targets by 15% through a deep understanding of customer needs and market trends.
- Assisted in creating online sales funnels, contributing to a 10% increase in online sales.
- Leveraged CRM software to track customer interactions, optimizing follow-up strategies and increasing client satisfaction by 20%.

Education

Full-Stack Web Development Certificate Code Academy

June 2021 - December 2021

Bachelor of Science in Marketing University of Florida

September 2010 - May 2014

Skills

HTML/CSS

JavaScript

React

UX/UI

SEO



Interests

Coding challenges, digital marketing trends & volunteering for tech education initiatives!