



KENT MASON

GRAPHIC DESIGNER | WEB DEVELOPER

CAREER SUMMARY

Creative web developer dedicated to building and optimizing the performance of user-centric, high-impact websites for nationwide, F500 and global companies. Leverage technical, analytical and problem-solving skills to create dynamic, high-speed websites, apps and platforms fueling competitive advantage and revenue growth.

PROFESSIONAL EXPERIENCE

WEB DEVELOPER | 2012 – PRESENT

Coalition Technologies, Charlotte, NC

Work collaboratively with clients and in-house agency teams to provide rapid, robust and client-acclaimed front- and back-end web development optimizing user experience, search engine ranking, sales, brand positioning and related metrics.

- Increased web traffic 125% by improving navigation, creating dynamic media sections, introducing virtual tours and adding social media plugins.
- Contributed to mobile app development and resolved issues causing site crashes, elevating uptime to 99%. Efforts were key to a 27% increase in eCommerce sales.
- Ensured the technical feasibility and optimum functioning of design features that accelerated load-time by 17% and improved site stickiness by 21%.

WORDPRESS DEVELOPER INTERN | 2010-2012

WebPros Agency, Charlotte, NC

Worked with award-winning developers to create and update WordPress sites. Optimized sites for usability, search engine optimization and accessibility. Partnered with marketing department to continually perfect client pitches. Offered job at conclusion of internship.

KEY SKILLS

Web Development.....EXPERT
SEO.....EXPERT
UX & UI Design.....EXPERT
Coding.....ADVANCED
Troubleshooting.....ADVANCED
Agile Methods.....ADVANCED
CRM/CMS Platforms.....BASIC
HostingBASIC

EDUCATION

MASTER OF SCIENCE | 2010

UNC CHARLOTTE

Web Development

BACHELOR OF SCIENCE | 2008

UNC CHARLOTTE

Applied Science – Internet
Development

CONTACT



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Charlotte, NC