

BRYAN C. DONOVAN

www.bdmediapro.com

401-787-6372 | bryandonovan1@gmail.com

TECHNICAL EXPERIENCE

- Website Design & Development
- UI/UX Design
- SEO & Keyword Research
- Google Analytics 4 & Reporting
- Content Management Systems (Wordpress, Sitecore, Joomla, Umbraco, Kontent.ai)
- HTML, CSS, Javascript, MySQL Databases
- Google Tag Manager
- Adobe Creative Cloud
- Figma
- Microsoft IIS6 Web

EMPLOYMENT EXPERIENCE

FLEXcon Spencer, MA, 2020 - Present

Webmaster

- Partner with Digital Media Specialist to develop and execute digital media plan including marketing initiatives to drive sales growth.
- Establish synergy between analytics across multiple platforms.
- Develop SEO Strategy and Tactics
- Establish SEO best practices across corporate website (Technical, On-Page/Off-Page SEO)
- Track, measure, and report on all website traffic analytics for the front-end management team.
- Perform SEO keyword research for new web page initiatives as well as existing web pages.
- Support marketing and business initiatives by developing, supporting, and optimizing the company's corporate websites, CMS and ecommerce systems.
- Troubleshoot any website issues that may impact the business.
- Demonstrated proficiency developing mobile-responsive websites.
- Design and develop all web pages for corporate website as well as act as project lead working with 3rd party design agencies.

United States Sailing Association Portsmouth, RI, 2012 - 2020

Webmaster/Designer

- Design, develop, and maintain new and existing websites, micro-sites, and individual web pages that are designed for a content management system.
- Support and train staff and external contributors on the use of our content management system.
- Participate in efforts to improve quality of web sites and other electronic publications as required.
- Incorporate and utilize social media tools and technologies to enhance website.
- Work with US Sailing staff and outside vendors to incorporate the US Sailing brand and help convert media from print to web.
- Ensure consistency throughout our sites.
- Track statistics for usage and functionality of sites and campaigns.
- Oversee, track, and report on project status.
- Troubleshoot code defects and deploy timely fixes as well as ensure that all design elements and templates work within a variety of browser types and screen settings.
- Image creation and optimization.
- Manage and configure websites in IIS6.
- Manage IP Addresses in Network Solutions.
- Create backups and restore MySQL databases.
- Manage website security using Sucuri for Wordpress.

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PLAN INTERNATIONAL USA Warwick, RI, 2012

Creative and UI Designer (*Temporary Position*)

- Set visual style guides and consistency for Plan International USA brand and product identities.
- Created user interface wireframes and designs for all web-related projects.
- Worked closely with Online Marketing Manager and Senior Online Content Manager to hone and improve user experience via online properties.
- Presented design concepts to stakeholders; capture feedback and deliver designs that are on-brand and address fundraising and retention goals.
- Created page layout of designs using Photoshop; deliver art in required forms for print and digital publishing.
- Communication of design requirements to development or production teams.
- Translated designs to working HTML/CSS templates.
- Kept daily maintenance of existing sites and collateral, requiring design related tasks.
- Produced all e-mails, including, but not limited to, HTML coding, formatting, browser compatibility, list cleaning and execution.
- Developed video for all Plan International USA's YouTube channels and websites.

STAPLES INC Framingham, MA, 2011-2012

Web and Print Production Associate (*Temporary Position*)

- Worked closely in an agency environment with Account Executives, Project Managers, Developers and other Designers on multiple projects at the same time in a fast-paced environment.
- Developed and edited web banners for Staples.com.
- Developed product landing pages for Staples.com.
- Edited product print circulation.
- Developed and edited email designs for email marketing.
- Image editing for product pages on Staples.com.

JOB-SITE EQUIPMENT CORPORATION Warwick, RI, 2009-2010

Marketing and Advertising Manager – Web and Graphic Designer

- Developed and maintained company website and inventory database.
- Created all marketing materials for customers, which included brochures, web banners, magazine advertisements, machine decals, magnets and business cards.
- Implemented a Content Management System for updating inventory.
- Assisted in photography for the website and managed image library.
- Sent weekly email marketing blasts to customers and sales leads.
- Researched pricing, machinery purchasing, and other statistical reporting as needed for the sales team.
- Worked closely with the Sales Manager with developing leads from the company website.
- Created and managed eBay store. Managed and reported on all web analytics.
- Also responsible for tech support, sales, customer service, and training of daily procedures.

MAVERICK EQUIPMENT MANUFACTURING Warwick, RI, 2008 - 2009

Web & Graphic Designer

- Developed and maintained company website and ecommerce store via NetSuite.
- Created all marketing materials, which included sales charts, brochures, web banners, trade show banners, trade show videos, magazine advertisements, business cards, and machine decals.
- Organized and managed image library for sales team and customers.
- Worked directly with company President on implementing website Video Page.
- Created interactive flash pages for customers to view inventory and pricing.

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IMPERIAL-DELTAH East Providence, RI, 2007-2008

Website Administrator / Marketing Assistant

- Developed and maintained company website.
- Worked directly with IT department on managing the ecommerce side of the website.
- Assisted in data entry of pricing for the inventory.
- Worked directly with company President and third-party vendors in developing SEO landing pages.
- Worked with Director of Marketing on projects; organizing all marketing materials and created mini websites for promotional events.
- Worked with Sr. Graphic Designer on editing product imagery and other graphic projects as needed.

EDUCATION

NEW ENGLAND INSTITUTE OF TECHNOLOGY, Warwick, RI

Associate in Science Degree, Multimedia & Web Design Technology, 2008

Dean's List, 3.64 GPA