Christian DeGenova
FRONT END WEB DEV

315 Broadway, APT 312
Somerville, MA 02145

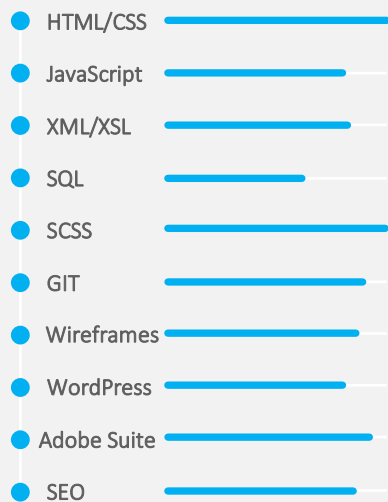(203) 521-7233

cdegenova96@gmail.com

PROFILE

Passionate website developer with 4+ years of experience and specializations in front end development, marketing, and search engine optimization. Adaptable and driven with a strong work ethic and ability to thrive in team-based or individual motivated settings.

CERTIFICATIONS

THE FUNDAMENTALS OF DIGITAL MARKETING - 2018
GOOGLE DIGITAL GARAGE

RESPONSIVE WEB DESIGN - 2022
FREECODECAMP.COM

SKILLS

- HTML/CSS
- JavaScript
- XML/XSL
- SQL
- SCSS
- GIT
- Wireframes
- WordPress
- Adobe Suite
- SEO

EXTRACURRICULARS

MEMBER OF INSIDER CONNECT COMMITTEE
MAR. 2020 - SEPT. 2020
SAPINSIDER - Boston, MA

CO-CHAIR OF HEALTH & WELLNESS COMMITTEE – MAR. 2019 - FEB. 2020
REED EXHIBITIONS - Norwalk, CT

EXPERIENCE

ASSOCIATE FRONT END WEB DEVELOPER – FEB 2022 – PRESENT
WOLVERINE WORLDWIDE INC. - Waltham, MA

- Responsible for the front-end development efforts for Merrell and Hush Puppies
- Collaborated with the Back-end development team/Marketing team on standards, planning, implementation and rollout of ongoing projects and updates
- Produced websites with a focus on maximizing performance as well as best-in-class UX practices

ECOMMERCE RETENTION SPECIALIST – OCT. 2020 – FEB. 2022
WOLVERINE WORLDWIDE INC. - Waltham, MA

- Executed marketing and trigger campaigns for brands like Saucony and Keds
- Became team lead on the dynamic email initiative and helped build a dynamic email template process for all brands throughout the portfolio
- Helped build a seamless consumer journey between coding emails, proofing, targeting, and advanced scheduling
- Analyzed and compiled key learnings from campaigns in order to optimize performance

DIGITAL CONTENT STRATEGIST & DEVELOPER - MAR. 2020 – SEPT. 2020
SAPINSIDER - Boston, MA

- Increased website traffic by over 100% of the previous website design
- Shaped and maintained the UI/UX of event websites using HTML/CSS, JavaScript, WordPress, and Cvent
- Formalized the website edit workflow for the entire company
- Engineered multiple UI/UX wireframe concepts to help increase website traffic and amplify website usability using Balsamiq
- Leveraged statistics in Google Analytics to target portions of the website that needed to be re-designed

DIGITAL DESIGN SPECIALIST - JAN. 2019 - FEB. 2020
REED EXHIBITIONS - Norwalk, CT

- Accelerated unique event registration by 134% with a new card-based UI/UX design
- Transformed 8+ websites with new designs using HTML/CSS, JavaScript, AEM, and EpiServer
- United efforts with the marketing team to keep content up to date

EDUCATION

SOFTWARE ENGINEERING – AUG. 2014 - MAY 2018
QUINNIPIAC UNIVERSITY - Hamden, CT

- 3.26/4.00 GPA
- Minor in Mathematics.
- Quinnipiac University Engineering Organization Member