



JEFF HILL

Full Stack Software Developer

Contact

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<https://github.com/Jeff-Hill>

<https://www.linkedin.com/in/jeff-hill78/>

PERSONAL BACKGROUND

Ever since I began my 12-year career in digital marketing I have always been fascinated with the web development aspect of bringing digital assets to life. How was it that a developer can take a wire frame, graphic representation, and set of desired outcomes and bring it to life on the web? Making the decision to become a full stack developer was been more rewarding than I ever expected. I'm confident my marketing experience combined with my new skills as a developer will be beneficial to any organization I join.

PROJECTS

FireFuel - Front End Capstone

<https://github.com/Jeff-Hill/Front-End-Capstone>

Single page web app built using ReactJS, ReactStrap, JSON & CSS.. My goal is to connect local sellers of firewood with customers in order to prevent the salespeople from having to spend all their free time waiting on the side of the road to make a sale. Users can create profiles, and filter other users to find each other and make contact for a sale.

Nutshell - Group Project

<https://github.com/Jeff-Hill/c33-nutshell-react-the-mousetail-landings>

Single page web application designed to practice ReactJS and JSON. I was responsible for the Tasks section where a user can create a new task, add a completion date, edit the task, and mark it complete to remove it from their task list.

EDUCATION

Nashville Software School

Full Stack Software Developer

Florida State University

BS Hospitality Administration

WORK EXPERIENCE

Nashville Software School

Full Stack Web Developer (May 2019- Present)

- Fully immersive 6-month web development program with instruction in front-end development
- Foundations of HTML, CSS, Javascript
- Learning best practices for Git and GitHub
- Accessing external APIs to manipulate and display data
- Setting up internal JSON databases for manipulation and display of data
- Foundations of React
- Participate in multiple group projects where we can use our new skill sets to create single page applications

Senior Market Advisors

Director of Digital Marketing (Feb. 2018 - May 2019)

- Designed and implemented company digital lead generation strategies
- Set specific digital lead generation objectives around cost per lead goals of \$25 or less, monitored and reported on progress
- Ensured smooth operation of all digital lead generating tools (Google search console, MOZ, Zoho Page Sense) and applications (website, blog, social media)
- Oversaw lead generating digital projects
- Analyzed SEO and marketing metrics for performance and implemented strategies for areas of improvement
- Generated innovative ideas to increase web traffic
- Trained internal teams to use digital technologies
- Collaborated with internal teams to ensure brand consistency
- Suggested new optimization methods to improve prospect experience
- Ensured web best practices were met to improve organic search rankings for targeted keywords and content.

PuppySpot

Independent Marketing Consultant (Feb 2010-Feb 2018)

- Implemented, managed, & reported on the multi-million dollar paid search account campaigns across Google, Bing, & Yahoo as a main lead generator for the company.
- Managed marketing team consisting of SEO professional, graphic designer, brand manager, social media manager, and content writer to leverage the company's value proposition and position it as an industry leader to drive lead generation for the sales team.



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WORK EXPERIENCE (CONT.)

PuppySpot (cont.)

- Utilized an internal CRM system along with Google tools such as Search Console, Analytics, and Tag Manager to report on KPIs for key stakeholders.
- Worked with SEO professional to increase the company's organic rankings and lead generation capabilities through the implementation of keyword targeted content and social media presence.
- Worked closely with the web development team to strategize on website and landing page tests to
- increase time on site, lead submission, and improve UX/UI.
- Helped create and implement email marketing campaign to communicate with lead prospects as well as market to leads that have fallen out of the sales funnel.
- Managed relationships with third-party companies offering value add products to our service.
- Held regular internal strategy meetings with sales and customer relationship management teams to identify areas of improvement in lead quality and customer experience.

SEO Marketing

Search Analyst & Copywriter (Jan 2007 - Oct 2011)

- Perform proven and stable search engine optimization techniques on web sites in various industries
- Create and manage several PPC campaigns with \$60K per month budgets
- Generate, analyze and deliver Google Analytics reports from campaign tools
- Coordinate multi-channel marketing campaigns using industry portals, Adwords and product sites
- Perform Keyword Analysis for targeting business intended goals
- Direct, manage and monitor social media efforts including Facebook, MySpace, and Twitter to increase audience awareness of business goals

Copywriter

- Create unique web sales copy for SEO content rich pages
- Immerse into and analyze client service/product offering for research purposes
- Research competition and authority web sites in the target market
- Deliver professional keyword focused content within deadlines;