

Brian Prom

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SUMMARY

Website development professional with proven abilities in standards compliant responsive design web site development (including Ecommerce websites), database administration, graphic design, search engine optimization (SEO), onsite conversion testing and optimization (A/B split testing), analytics, and video production.

Key Accomplishments:

- Developed web sites for 12+ years
- Performed website development and optimizations on multiple Ecommerce sites for 4+ years
- Increased ecommerce revenue by \$100,000k+ through A/B split testing
- Operate a freelance web site development and consultation business
- Positioned Ecommerce web sites to top rankings in search engines for highly competitive keyword phrases
- Proficient video producer for 11+ years with a certification in video editing

TECHNICAL SKILLS

Server Technologies: Linux, Apache2, Nginx, MySQL, NodeJS, Rackspace Cloud Hosting, SSH, Github

Languages: HTML5, PHP, SQL, Javascript, jQuery, AJAX, FabricJS (HTML5 Canvas) CSS3, Microformats (schema.org, JSON-LD, Microdata), Magento/Zend, WordPress Codex

Analytics: Google Analytics, Crazy Egg, Adobe Omniture Site Catalyst & Data Warehouse, YouTube Analytics, Wistia

Ecommerce Marketing Tools: Smart Focus (Campaign Commander), Adobe Target, Adobe Recommender, Brightedge, Raven Tools, WooBox, Power Reviews

Software: Nusphere PhpEd, Notepad++, Coda, jEdit, Dreamweaver, Magento, WordPress, MySQL Work Bench, PHP My Admin, Adobe Creative Suite CS5, Apple Final Cut Studio, Microsoft Office

PROFESSIONAL EXPERIENCE

Westridge Marketing; Minnetonka, MN

2014 - Present

Website Developer

Perform website development tasks on a multi-site installation of Magento including frontend, backend, and extension codebases.

- Develop custom Magento extensions to fit business needs
- Enhance public facing website design and functions to meet customers needs and expectations
- Developed and maintain a NodeJS/FabricJS web application for personalized photo product configuration
- Implement A/B split tests and measure performance and impact on business goals
- Ensure websites are safe and secure from hacker attempts
- Optimize website for SEO through SEO focused HTML, content structure, and keyword focus
- Manage the webserver configuration
- Maintain internal Wiki of IT tasks
- Shoot and edit product photos
- Shoot and edit videos demonstrating product and their features

The Occasions Group (Taylor Corporation); North Mankato, MN

2010 - 2014

Web Production Specialist

An ecommerce marketing implementation expert focused on increasing web site conversion and increased profits through SEO, site testing, conversion optimization, and video production.

- Track web site usability and conversion rates and report to marketing team with suggested improvements based on findings
- Implement A/B split testing to optimize web site conversion and usability
- Program advance usability features for ecommerce web sites
- Manage and direct marketing team on SEO best practices
- Produce marketing videos for online distribution

PromInc Productions; Mankato/Chanhassen, MN

2006 - Present

Freelance Web site Developer

Full service web site development and consultation from design to programming to marketing.

- Custom designed web sites based on the clients needs
- Develop a keyword strategy for clients' web sites for optimal search traffic
- Devise marketing strategies for clients to position their messaging to their target market.
- Implement web site designs to pixel perfect accuracy that are browser compatible
- Provide clients with a Content Management System (CMS) that is custom tailored to their needs, easy to use, and allow them to make their web site grow with the business
- Execute SEO friendly web site technology utilizing white-hat best practices. Manage off-site SEO efforts to increase the clients web site ranking
- Monitor and report to clients on web site performance and ranking. Suggest and execute changes and enhancements to improve web site performance
- Manage LAMP server for hosting of client websites

KEYC-TV; North Mankato, MN

2005 – 2010

Editor / Director

Produce scripted TV commercials and industrial videos for clients of KEYC-TV's production house, Studio 12.

Produce live television newscasts and other studio based productions.

- Designed and programmed a web site for Studio 12 Productions (web site no longer in use)
- Designed new layout for keyc.tv (design has since been changed)
- Developed a web site interface providing multi-user access to the contents of the Spencer Graphic System; a single user interfaced still-store
- Performed photography, editing, graphic design, motion graphics, animations, and DVD authoring for TV commercials, industrial videos, training videos, and educational series per clients needs
 - Single camera and multi-camera, studio and field locations
- Proficiently edited videos using Final Cut Pro 3 Studio, Adobe After Effects and Photoshop
- Flawlessly directed and technical directed live daily half hour newscasts
- Managed and programmed NewsTicker graphics system, used for school closings, elections, sports scores, newscast bug, text crawls, and integration with the KEYC-TV web site. Created graphics used for this system

Grede Foundries; St. Cloud, MN

2003 – 2005

IT Professional & Videographer

Managed the foundries intranet web site, performed desktop computer support, implemented company wide IT initiatives, as well as produced training and promotional videos.

- Built and maintained an intranet site for the foundry to distribute training, news, company information, and reports to all employees using HTML, PHP, MySQL, and Apache
- Produced training videos for the operation of foundry machinery to accompany written training documents used by new employees and for scheduled training
- Produced a company overview video and product specific videos used by the sales team
- Troubleshoot computer hardware and software issues for one hundred computers. Managed file servers, a Linux web server, performed daily backups, and managed the phone system. Setup of new computers, performed computer maintenance, and cabling needs

EDUCATION

Sauk Rapids / Rice High School; Sauk Rapids, MN

Graduated 2001

Saint Cloud State University; St. Cloud, MN

Graduated 2005

- **Bachelor of Science**

Major in Mass Communications with an emphasis in TV Production

Minor in Computer Networking and Applications

CERTIFICATIONS

Google Analytics Academy; Mobile App Analytics Fundamentals

2014

Google Analytics Academy; Ecommerce Analytics

2014

Google Analytics Academy; Platform Principles

2014

Apple Certified Pro; Final Cut Pro 7, Level One

2010