

STEVEN HERR

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EXPERIENCE

Rovers North Inc. | Westford, Vermont

Web Designer / Developer / Digital Marketing Manager 2015 – Present

- Redesign and develop a new storefront that increases ecommerce conversion rates, is mobile friendly, and increases SEO rankings using existing the ERP backend. After website relaunch the web sales increased 97% and traffic grew 32%.
- Implement AdWords account that increased click through and decreased both CPC and bounce rate using both PPC and remarketing ads.
- Design a new email marketing strategy using A/B testing, customer feedback, and automation to increase open and click through rates and reduce cart abandonment.
- Create and grow Facebook and Instagram audience and use it to grow sales and loyalty.
- Direct, shoot, and edit how-to, advertising, and brand videos for social media and web.

Center for Technology, Essex | Essex Junction, Vermont

Web Development Teacher 2004 – 2015

- Responsible for teaching Computer Animation and Web Design to high school students.
- Curriculum included HTML5, CSS3, PHP, MySQL, JavaScript, WordPress, Search Engine Optimization, Accessibility, Social Media, Photoshop, Illustrator, 3ds Max, and Photography.
- Deliver individualized instruction in all areas of the curriculum based on formative assessment.
- Prepare lesson plans and evaluate student performance using the Danielson framework.

Chittenden Central Supervisory Union | Essex Junction, Vermont

Lead Web Developer / Manager 2006 – 2012

- Responsible for all stages of Web site creation for district and management of Web sites.
- Implement custom Content Management System using PHP, MySQL, AJAX and LDAP.
- Manage 10 members of the web team. Design and deliver training materials to over 400.
- Reviewed and reported on web analytics to web team and administrators.

EDUCATION

Vermont Technical College | 2010 – 2013 | Vermont State Teaching Licensure Courses

Saint Michael's College | 2013 – 2015 | Professional Development Courses

SKILLS

- Master in HTML5, CSS3, JavaScript, jQuery, SEO, WordPress, Photoshop, Illustrator.
- Experienced working with Linux, LAMP Server Administration, PHP, MYSQL, MVC, AJAX, JSON.