

NICHOLAS LAPORTE



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TECHNOLOGY SKILLS

Software & Hardware:

» Adobe Cloud Products » Microsoft Office Products » PC Construction » MailChimp » Wordpress » Google Analytics » Google Adwords » Google Places » Bing Ads » Sublime » Sharp Spring » Autopilot » LiveChat/ChatBot » Visual Studio Code » Hubspot » Balsamiq/Wireframing

Programming Languages:

» HTML » CSS/SCSS » RSS/XML » PHP » Javascript » Responsive Web Design/Development » Foundation » Bootstrap » SQL Database Management

Digital & Marketing:

» Web Analytics » Search Engine Optimization & Marketing » Email Support » PPC Management » AB/Multivariant Testing » Domain Name & DNS Handling » Social Media Management

EDUCATION & CERTIFICATES

Eastern Illinios University

Bachelor's Degree in Psychology
Minor in Computer Information Systems and in Business

Licensed Illinois Realtor

(EXPERIENCE)

⇒ DREAM TOWN REALTY

Web Director | 2016 - Present

- » Lead front-end developer and SEM manager in JSP/PHP environment
- » Act as design lead on all major web design projects
- » Designated point of contact for all web-related inquiries and issues
- » Manage CPC campaigns, leading to a 20% increase in sales
- » Oversee social media, generating over \$80K in new sales per year
- » Implement SEM projects like custom landing pages, generating a 10% increase in revenue year after year

⇒ THE BIGGEST LOSER RUN/WALK (NBC)

Lead Developer/Digital & Print Designer | 2013 - 2016

- » Designed print and digital advertising pieces, leading to increased revenue
- » Partnered with marketing managers to maximize initiatives and event registration
- » Performed website maintenance and updates, consulting on SEO and structure to improve search rankings

⇒ GRAPHICSLAND, INC

Director of Web Strategies | 2011 - 2013

- » Lead front-end developer and SEM manager in ASP environment
- » Oversaw all CPC and social media campaigns
- » Maintained and developed new content for websites

⇒ DREAM TOWN REALTY

Web Project Manger/SEM & Social Media Manger | 2006 - 2011

- » Supervised design, development, and content management for over 50 websites in PHP and Java environments
- » Performed split testing and monitored analytics for all sites which increased conversion rates by 15% and dropped exit rates across all websites
- » Oversaw all search engine optimization, lead generation, and marketing while maintaining top search result rankings for high volume key terms in competitive real estate market leading to \$20M in new sales
- » Managed social media campaigns generating \$1.8M in new revenue per year
- » Implemented various technologies and strategies to help minimize errors and streamline coding and content creation

⇒ OFFICITE, LLC

Web Designer/Developer | 2005 - 2006

- » Developed, designed, and managed over 2,500 websites in a PHP environment
- » Managed domain and hosting accounts
- » Set up basic search optimization for websites
- » Handled client consultations key accounts