

Kody Hogan

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QUALIFICATIONS SUMMARY

- Five years of experience designing websites
- Four years of experience using Adobe Photoshop and Illustrator
- Leadership, organizational, and communication skills developed by leading small teams in various internships

EDUCATION

Penn State Erie, The Behrend College 5/18
Bachelor of Science in Management Information Systems
• Systems Analyst Option

WEB DEVELOPMENT EXPERIENCE

SEO Specialist, Autoality 5/18-Present
Internship, WALTER Project 5/17 – 5/18
Internship, Greater Partnership of Erie 1/17 – 5/18
Internship, Barnhart Transportation 5/17 – 8/17

Autoality - SEO Specialist

Sole SEO Specialist: Managed websites on-page and off-page search engine optimization.

- Use Adobe Suite software to optimize images and edit for marketing.
- Use Ahrefs and Google Analytics to track conversion and traffic through the website.
- Optimize site content and search for backlinking opportunities.
- Help to manage Facebook marketing to increase traffic and interactions on page.

WALTER Project Internship

5/17 – 5/18

Sole Web Developer: Took over a project given up by many other interns, that required to use Drupal and heavy PHP.

- Performed troubleshooting to resolve possible issues.
- Created new template pages.
- Organized files left by the past interns for an easy to navigate file directory.

Greater Partnership of Erie Internship

1/17 – 5/18

Intern: Work directly one-on-one with clients to design a website to fit their needs.

- Communicate with client to problem solve needs and issues with prospective website.
- Create and implement new WordPress website .
- Improve SEO ranking through website.

COMPUTER SKILLS

HTML	Adobe Suite	SEO	Access
CSS	VSCode	SaSS	SQL Server
PHP	Npm Scripts	C++	SQL
JavaScript	Bootstrap	Java	Git

Other Technical Experience

Managed servers and ran help desk for Barnhart Transportation Erie, PA 5/17 – 8/17
Installed new computers for Borough Police Department Beaver, PA 10/13 – 11/13

OTHER EXPERIENCE

Scrum Certification Late 2016

