



# Sean Callahan

Web Developer



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www.scallahan.com

## + Why Hire Me?

With over fifteen years in web development, design, and marketing, I build original projects and work with existing code to bring concepts to interactive experiences that are seamless and elegantly simple.

## + Work Experience

### *Cybernet Manufacturing, Inc.* **Senior Web Development Manager**

Web Development Manager  
Web Developer

*April 2015 - Present*

**2021 - Present**

2017 - 2021

2015 - 2017

- Successfully optimize front-end website to meet responsive design standards and top Google PageSpeed practices.
- Build web application to streamline production line assembly and gather critical data to improve production standards.
- Design and code a guest check-in for Cybernet visitors, complete with storing signatures.
- Create an on-the-fly credit line snapshot of customer's financial standings including amounts owed on Net Terms.
- Develop an in-depth system to perform checks and balances of CRM data versus ERP system data, complete with computer vision implementation of PDF documents.

### *CRN Solutions, Inc dba Primus Cable, Fiber Savvy, CyberXLink*

#### **Marketing Director**

Marketing Specialist

*May 2011 - April 2015*

**2014 - 2015**

2011 - 2014

- Managed five team members in SEO and online marketing within four eCommerce sites.
- Maintained content for over 2,500 products including photography and content writing.
- Improved paid search CTR from 0.5% to 2.0% while lowering CPC by \$0.50.
- Developed and designed eCommerce sites, including all graphical elements.
- Increased sales from \$45,000/month to \$250,000/month using SEO best practices.

### *San Diego Sign Depot*

#### **Lead Graphic Designer**

#### **Senior Graphic Designer**

*August 2009 - June 2010*

**2010**

**2009 - 2010**

- Rebranded company from concept to completion.
- Created identity packages, banners, outdoor signs, posters, T-shirts and websites.
- Identified and implemented cost savings by using in-house pre-print production.
- Industries include: real estate, clothing, restaurants, and construction.

### *White Label Network*

#### **Junior Graphic Designer**

*October 2007 - December 2008*

- Redesigned company website, resulting in a 200% increase in website traffic.
- Laid out artwork for pre-print preparation.
- Created die lines of stickers for 3D objects, including cell phones, laptops, and MP3 players.
- Production of stickers: print, laminate and ship.

## + Education

### **Bachelor of Science, Graphic Design**

*The Art Institute of California-San Diego*

**December 2009**