

# Courtland Getz

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## SUMMARY

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Experienced Web Developer and Brand Specialist with a demonstrated history of working in the marketing and advertising industry. Skilled in Graphic Design, Web Design, Web Development, Branding, and SEO.

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## EXPERIENCE

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### Web Designer & Developer

SnapLock

October 2020 - March 2022, Salt Lake City, Utah

- Created and updated assets to modernize outdated logos, graphics, videos, photos and websites.
- Expanded marketing funnels to increase interactions and brand interest.
- Implemented automation and increased connectivity between our CMS, CRM, shipping services, and production processes.
- Updated websites to meet current SEO standards and increase organic traffic.

### Lead Developer

Fusion 360

September 2017 - October 2020, Salt Lake City, Utah

- Coordinated with clients to understand functional requirements to then plan, prioritize, communicate risks/roadblocks, and collaborate with team members.
- Developed and maintained responsive sites, mobile sites, landing pages, microsites, and other interactive media from scratch using HTML, CSS, JavaScript, & PHP.
- Created overall web design strategy and Implemented call-to-actions and lead generation tactics on client sites then validated work using heat maps, A/B testing, focus groups and google analytics.
- Lead designers, developers and content writers to complete small tasks and full web projects.

### Software Specialist

Luna Studios

March 2017 - June 2017, Lehi, Utah

- Managed leads to increase profits and onboard new clients.
- Handled daily maintenance and website changes for multiple clients.
- Processed payments and invoices for clients and office needs.
- Worked to improve the code of the custom software created by the company to further compete in the CMS industry.
- Created lasting client relationships to improve the overall interaction value with all clients and perspective clients.

### Branding Specialist & Owner

getzconnect.com

September 2017 - Present, Salt Lake City, Utah

- Met with clients to fully create or understand their brand image.
  - Created or revamped websites, photography, videos and other assets to increase leads, sales and conversions for all clients.
  - Maintained websites and implemented changes based on heat maps, conversions, and overall site health.
  - Optimized websites for SEO purposes generating more revenue for all clients.
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## PROJECTS & INTERESTS

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### Adventure Media

- Built a site from scratch to break into the outdoor industry.
- In 6 months grew from 0 to over 9000 monthly unique visitors.
- Created the brand image, all assets, and style guide to elevate the presence of this side venture and create a cohesive feel.
- Built relationships with people from all walks of life to create a quality personal connections with professionals.

### Photography & Video

- Learned how to operate and execute photo and video projects for clients and personal projects.
- Worked with teams and others to create branding assets and promotional materials.
- Became even more aware of the role minor details play in the overall success of a project or goal.

### Rock Climbing

- Stayed active, focused and vigilant to my surroundings and objectives.
  - Set goals and implemented strategies to complete those goals
  - Corroborated with others to come up with solutions to advance problems.
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## SKILLS

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Branding, Front End Development, Marketing, Client Relations, Team Management, Photoshop, Adobe Suite, Design, Photography, Video Production