

Courtland Getz

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SUMMARY

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, Website Strategy, Website Optimization, Branding, and SEO.

EXPERIENCE

Digital Experience Consultant

Monetate

August 2022 - Present, Salt Lake City, Utah

- Served as the Monetate platform expert and strategy consultant, guiding clients in AB/AI testing aligned with their business goals and priority KPIs.
- Provided strategic guidance and support for 20+ top-tier clients across diverse industries, offering tailored solutions to optimize their user journey.
- Collaborated internally to leverage experience-based insights, contributing to the development of new website features, processes, enablement strategies and product enhancements for continual improvement.
- Maintained a proactive approach to client/project management, ensuring seamless integration and maximum impact of strategies across many sectors.

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- Created and updated assets to modernize outdated logos, graphics, videos, photos and websites.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, micro sites, and other interactive media from scratch and within CMSs 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 on board new clients while handling 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.
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PROJECTS & INTERESTS

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 advanced problems.
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SKILLS

Website Strategy, Website Optimization, Branding, Front End Development, Web Development, Marketing, Client Relations, Team Management, Process Improvement, Photoshop, Adobe Suite, Design, Photography, Video Production