
MARC G. MCKEOWN

WEB DEVELOPER / DATABASE DEVELOPER

Experience, formal, degree, and certifications in web development, blended with strategic business mindset, IT background, and creative flair for marketing.

Proven ability to build technically sound, responsive, and interactive websites from the ground up as well as maintain and assist in enhancing ecommerce features / functionality to boost effectiveness.

Web developer, skilled in programming, including server and client-side. Collaborative with internal / external customers to develop ecommerce strategy. Quickly learn new technologies and programming languages. Successful in expanding presence, website traffic, and market share through website, video production, digital / social media and brand building. Credited with improving efficiency, production, and quality through IT solutions. Excel in end-to-end multi-project management.

- | | | |
|-------------------------------------|---------------------------------------|---------------------------|
| ◆ Website Development & Enhancement | ◆ Client Relations & Needs Assessment | ◆ Marketing |
| ◆ Database Development | ◆ Multi-Project Leadership | ◆ Technology Advancements |
| ◆ Programming / Coding | ◆ Budget Management | ◆ Problem Solving |

TECHNICAL SKILLS

Languages	PHP, HTML5, CSS3, JavaScript, C# and SQL
O/S	Windows and Linux
Applications	Photoshop, Illustrator, AutoCAD, 3-D Studio, Visual Studio, Premiere and Vegas
Frameworks/CMS	Joomla, ASP.net, MVC5, WordPress, and Laravel

PROFESSIONAL EXPERIENCE

Lone Star Landscaping / Copper Leaf Pool, Phoenix, AZ
Web Developer & Marketing Manager, 2012 – Present

Wore multiple hats, including managing in-house marketing, such as web development. Established and grew online presence to maximize customer interest and engage public to attract new business for startup pool services and established landscaping business. Fulfill responsibilities as electronic media specialist as well as and IT efforts.

Major Accomplishments – Web Development, Marketing, and Videography

- ◆ **Bolstered website traffic from 50 visitors to ~450 monthly**, translating to higher inquiries and accelerated growth.
- ◆ **Created in-depth online presence**, totally revamping website, maximizing SEO, and setting up social media, such as Facebook, Google+, Pinterest, and Twitter. Developed sites for LoneStarAZ.com and CopperLeafPools.com.
- ◆ **Currently playing integral role in enhancing website**, adding new ecommerce features, such as enabling customers to schedule services and other methods to conduct business online.
- ◆ **Led major company rebranding initiative** to strengthen image of professionalism, designing logo, and preparing print media and collateral, ensuring a uniform brand message and image.
- ◆ **Managed all videography activities**, from pre- to post-production of videos featured on website.

Major Accomplishments – IT Services & CAD Projects

- ◆ **Prepared 3D and 2D design plans**, with project budgets between \$10,000 and \$75,000. Leveraged expertise in AutoCAD to ensure preciseness of intricate drawings and meet deadlines.
- ◆ **Built internal computer network for office**, maintain systems, and provide technical support.

Continued...

McKeown Inc. Phoenix, AZ

Consultant, 2013 – Present

Web Developer & IT Manager, 1995 – 2013

IT Manager & AutoCad Design Manager, 1987 - 1995

Directed marketing, AutoCAD, and IT. Led branding efforts and created print materials. Defined marketing needs and drove projects through to completion. Managed and produced instructional and training videos.

Major Accomplishments: Marketing & Web Development

- ◆ Contributed to high company growth of revenues, from less than \$1M to \$10+M annually over 5 years.
- ◆ Increased exposure and number of customer hits per websites to up to 10,000 monthly. Developed and maintained 3 websites to promote 3 separate company businesses. eLandscape.com, LandscapeMart.com and McKeownInc.com
- ◆ Ensured project objectives / deadlines met while ensuring alignment with set budgets.
- ◆ Captured interest of up to 100 patrons weekly after crafting 1-of-a-kind concept and design of the landscape showroom, featuring multiple contractors to promote their services and offerings.
- ◆ Created industry-related software that quickly became the go-to place for local companies to refer customers as an invaluable resource to educate on related subject matter.

Major Accomplishments - IT Initiatives

- ◆ **Coordinated building of telecom and technology infrastructure** and installation of systems and equipment for 10,000 sq. ft. showroom. Selected vendors and systems, negotiated pricing, and oversaw project completion.
- ◆ **Contributed to higher production**, by automating manual processes to streamline daily operations, implementing AutoCAD for designers and Goldmine to track customers.
- ◆ **Served as CAD Manager.** Developed and customized AutoCAD operations and systems for design staff.

Cox Communications, Phoenix, AZ

FREELANCER – VIDEO PRODUCTION, 1992-1998

Assisted with weekly / bi-weekly projects as graphic operator and camera operator for sporting events, community events and local interests.

EDUCATION

Arizona State University, Tempe, AZ

BACHELOR OF APPLIED SCIENCE (INTERNET AND WEB DEVELOPMENT)

Undergraduate studies expected completion 2019

Scottsdale Community College, Scottsdale, AZ

ASSOCIATE IN APPLIED SCIENCE WITH HIGH DISTINCTION (WEB DEVELOPMENT)

CERTIFICATES: WEB DEVELOPMENT and DATABASE DEVELOPMENT (2-year program)

PHI THETA KAPPA HONOR SOCIETY, 2016-Present

Undergraduate studies, Arizona State University and Mesa Community College, Mesa, AZ (Broadcast Journalism)