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# AUGUST WOODY

## FRONT-END WEB DEVELOPER

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### CONTACT

#### WEBSITE

augustwoody.com

#### PHONE

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#### EMAIL

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#### ADDRESS

1605 Village Way, Orange Park, FL 32073

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### EXPERTISE

- CSS & HTML
  - Responsive Web Design
  - Adobe Photoshop
  - SEO & Digital Marketing
  - Design Thinking Strategies
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### CERTIFICATIONS



Growth Driven Design

Social Media Marketing

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### EDUCATION

#### FULL SAIL UNIVERSITY

Masters of Fine Arts in Media Design | 2018

#### FULL SAIL UNIVERSITY

Bachelor of Science in Music Business | 2014

### WORK EXPERIENCE

#### WEB & SEO SPECIALIST

University of Florida / January 2023 - August 2025



- Manage web development and redesign projects in TerminalFour and WordPress for the Office of Strategic Communications and Marketing
- Provide training and consultations across the university on SEO best practices
- Build a platform-agnostic pattern library for UF's Mercury web theme
- Develop performance benchmarks based on internal and industry standards
- Create quarterly Web reports in Whatagraph and present website performance information to stakeholders

#### SENIOR WEB DEVELOPER

Local Search Essentials / May 2019 - November 2021



- Provide domain, email, and website support remotely for over 100 client accounts
- Design and maintain web pages using WordPress, as well as Shopify, Duda and more
- Prepare call agendas and conduct individualized client consultations
- Lead website design projects from kickoff calls to launch, including design mockups, full website builds, internal and external progress updates
- Utilize the Adobe Creative Suite to create coupons, banner ads, social media branding, email marketing campaign material, and other graphics
- Draft training material for the development team and detailed instructional documents for third-party contractors

#### SEO SPECIALIST

Web.com / December 2017 - May 2019



- Research and identify keyword phrases for the most valuable marketing benefits using Google Keyword Planner, SEMrush, Authority Labs, Ahrefs, and more
- Develop website copy according to the latest trends in search engine optimization
- Add pages and update meta data using a wide array of FTP and CMS tools
- Maintain responsibilities for account management and data entry

#### WEB DESIGNER

Web.com / March 2014 - December 2017



- Provide website maintenance and support through HTML and CSS updates on a proprietary content management system
  - Complete full designs and redesigns of client websites
  - Use Adobe Photoshop to fulfill graphic design requests
  - Handle special projects and client escalations for leadership
  - Routinely consult with clients to affect positive changes to their internet marketing service through changes to websites, social media, and other services
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### COMMUNITY

#### ATHLETE/TRAINER/WEBMASTER

Jacksonville Roller Derby / July 2016 - Present



- Cooperate with the organization's leadership to construct a style guide and completely revamp our online presence
- Translate complex skills into digestible material to train new athletes through explanation and hands-on demonstrations