Sean Bost

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Employment

Web Developer, *The Original YP Network*
Jan 2023 – Feb 2024

- Maintained and iteratively improved suite of web applications
- Defined user stories and retooled autocomplete and search features to accommodate them, resulting in a >90% decrease in invalid searches
- Designed and roadmapped mobile app with deliverables spanning from basic requirements to a functional high-fidelity Figma prototype
- Pitched and programmed web traffic analytics tool providing key insights that shaped customer sign-up funnel
- Introduced kanban boards via Jira to organize task backlog into cohesive projects, improving team alignment and effort prioritization
- Produced all new graphics before training a production artist as SME

Marketing Coordinator, *All American Mobile Detailing*
Dec 2020 – Sep 2021

- Managed all search, email, and social media ad campaigns nationwide
- Pioneered and trained team on data-driven recruitment process that resulted in 109% increase of detailer headcount within 6 months
- Formalized company's brand by implementing style guides, content and promotional calendars, and quality standards
- Automated personalized CX and retention marketing email flows that generated positive reviews and sales for under 10% of traditional cost

Education

BA, Web Design, *University of Central Florida*
Aug 2020 – May 2025

AA, General Studies, *Eastern Florida State College*
Aug 2020

Certified Associate Web Design Specialist, *Adobe*
Nov 2016

Competencies

Design
- Responsive UI Design
- User Stories, UX & CX
- Wireframes & Mockups
- Interactive Prototyping
- Design Systems

Development
- HTML, CSS, SASS, WordPress
- JavaScript, jQuery, JSON
- PHP, SQL, MSSQL Studio
- Async & API Programming

Marketing
- SEO & CRO Tactics
- Social Media Management
- Facebook & Google Ads
- Email Marketing (Mailchimp)
- Graphic & Video Production

Research
- Quantitative Data Analysis
- GA4, Google Search Console
- User Surveying, Interviewing
- Heatmaps, Session Recording
- Market Research
- Competitive Analysis