CONRAD BRYANT

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EDUCATION

The University of Miami   **Coral Gables, FL**
Frost School of Music | Bachelor of Music, Music Business   *Graduation: May 2021*
School of Communication | Bachelor of Science, Interactive Media   *GPA: 3.9 / 4.0*
President's Music Scholarship | Full-tuition scholarship recipient for classical guitar performance

- Advanced knowledge of HTML, CSS, JavaScript
- Proficient with Adobe Photoshop, XD
- Intermediate knowledge of PHP, SQL, C#, Git
- Google Ads and Google Ads Video Certified

RELEVANT EXPERIENCE

BLU Products   **Doral, FL**
Frontend Developer   *Apr 2022 — Present*
- Led, designed, prototyped, and coded a website overhaul to improve aesthetic/function, established a new department style guide along with the Senior Graphic Designer, and presented results to CEO
- Collaborate with 8 graphic designers and video producers to create assets and webpages to display products for 100Ks of users
- Maintain high content, SEO, and performance standards by using tools such as SEMRush and Google Analytics to gauge KPIs, rewriting copy/code and optimizing files to improve organic search traffic by 35% and reduce bounce rate by 5% YoY
- Create Google Ad Search, Video, and Display campaigns for awareness, generating thousands of impressions per dollar

Miami Herbert Business School   **Coral Gables, FL**
Web Developer & Content Editor   *Apr 2019 — Apr 2022*
- Managed web design and content updates for herbert.miami.edu, which generated an estimated 720K+ page views annually
- Leveraged SiteImprove, Cascade CMS, Wix, and more to manage 500+ pages supporting undergrad/grad program applications
- Improved SEO and accessibility ratings to exceed industry benchmarks for user-friendliness by refining HTML/CSS code
- Conducted UA testing for a site design overhaul and streamlined migrated content to a new sitemap and templates

WVUM "The Voice" 90.5 FM Radio Station   **Coral Gables, FL**
Webmaster   *Aug 2019 — May 2021*
- Promoted in a year to lead a 13-student team of developers and UX designers driving 55k+ visitors to wvum.org
- Developed WVUM SportsCast, a JavaScript-based interface that provides real-time game updates to an audience of ~2M+ viewers/listeners for all University of Miami sports
- Managed team of 2 iOS / Android developers to rebuild the station's listener apps, developed as all-new code

Staff Developer   *Aug 2018 — Aug 2019*
- Created an HTML/JavaScript interface for radio DJ shift management, displayed externally for their 8,000+ listeners
- Increased visitor count by 7% YoY by continually analyzing competitors and creating Adobe XD mockups for web redesigns

EXTRACURRICULARS

Miami UPup   **Coral Gables, FL**
President   *Jan 2018 — May 2021*
- Led a 585-member advocacy group that trained service dogs & advised the Provost on executing disability services campaigns
- Managed a team of 30 service dog handlers that coached 12 puppies through a rigorous 18-month training program
- Raised $8,000+ to promote public knowledge on service dogs through fundraising drives and community events
- Partnered with Canine Companions for Independence to deliver trained service dogs at no cost to people in need across the U.S.

Classical Guitar Performance   **Various Locations**
Solo and Ensemble Performances   *Aug 2013 — Present*
- Performed solo at Univ. of Miami, Florida State Univ., Univ. of Louisville, Miami Conservatory of Music
- Played with ensembles at Univ. of Miami, Miami-Dade College, FMEA All-State Guitar Ensemble
- Arranged 3 solo concerts for audiences of 50+ seniors at retirement homes across Seattle, WA and Miami, FL