CARLO M. LEO

WEB DESIGNER & CONTENT MANAGER

412-952-9758 // carlomleo@gmail.com // carlomleo.com

Highly-motivated creative professional with a passion for clean, responsive website design. Organized, independent multi-tasker and dependable team player with a successful record of handling a diverse set of responsibilities.

SKILLS

- HTML / CSS
- JavaScript
- Responsive Design
- Content Management
- UI/UX Insights
- Website Protoyping

- SEO / SEM
- Website Analytics
- Website Ad Serving
- Web Banner Design
- Newsletter Management
- Video Production

EXPERIENCE

INTERACTIVE MEDIA MANAGER: *Pittsburgh City Paper*, July 2011 - present

- Manage daily and weekly website content in the CMS
- Create custom landing pages and website components
- Design and code responsive websites for clients and internal events
- Ensure website follows SEO best practices
- Traffic and monitor web advertising campaigns
- Analyze website traffic to gain insight into audience interaction and acquisition
- Increase website revenue by researching and implementing new ad units
- Ensure website ad units align with IAB standards
- Manage email lists and A/B test to increase newsletter open and click rates

Accomplishments:
- Led two website redesigns which increased website users and pageviews
- Incorporated new mobile ad units increasing AdSense revenue by 200%.

WEB & VIDEO ADMINISTRATOR: *Steel City Media*, May 2011 - July 2011

- Updated content for Pittsburgh City Paper, BOBFM 96.9 & Q92.9 websites
- Produced online videos for the marketing and editorial teams
- Combined and optimized print edition PDFs for online digital edition
- Designed static and animated web banner ads for clients
- Built new email templates for weekly marketing newsletter

SOFTWARE

- Brackets Text Editor
- Foundation CMS
- Bootstrap Framework
- GitHub
- WordPress
- DoubleClick for Publishers
- Google Analytics

- Google Search Console
- Google Web Developer
- Google AdSense & AdWords
- MailChimp
- Adobe Photoshop
- Adobe Premiere
- Microsoft Office

EDUCATION

Bachelor of Science in Communications Media
Indiana University of Pennsylvania - Graduated December 2006