



resume //

# CARSON BENNETT

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**WEBSITE //** www.solutionsbycarson.com

*I'm an experienced, independent communications professional, looking for exciting opportunities in web development, design, and management.*

## EDUCATION

**UNIVERSITY OF ALABAMA** \_\_\_\_\_ **MAY 2013**

**MAJ:** SOCIAL ENTREPRENEURSHIP // **MIN:** COMPUTER SCIENCE // 3.4 GPA

## EXPERIENCE

**OWNER OPERATOR** \_\_\_\_\_ **MAY 14 - PRESENT**

**SOLUTIONS BY CARSON // BROOMFIELD, CO // SOLUTIONSBYCARSON.COM**

### WEB DEVELOPMENT:

- » Designed over 20+ WordPress websites to date, including fully custom-coded themes with custom functionality and features.
- » Built a strong reputation with branding firm contractors by building "pixel-perfect" websites from mockups and PSD files.
- » Developed a Google API plugin that syncs pageviews with WordPress, sorting posts and feeds based on popularity to improve pageviews/session
- » Developed a custom user FAQ plugin that adds FAQ feeds to posts/pages, allowing front-end users to submit, upvote, and downvote FAQ items, as well as structured data for search engine faq features.
- » Developed a post rating/feedback plugin that allows posts/pages to receive star ratings from users and prompts them for feedback if a low ranking is received.
- » Developed a custom site search plugin with dynamic autocomplete functionality, dynamically showing website visitors best matches based on relevance and popularity.
- » Designed and built the official respite care resources search engine/website for the state of Colorado.

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## TECHNICAL SKILLS

- | ■■■■ = Some Experience
- | ■■■ = 2-5 Years
- | ■■■■ = 5+ Years

### MARKETING SOFTWARE

- Mailchimp
- Constant Contact
- Campaign Monitor
- HubSpot
- BombBomb
- Mautic

### DESIGN SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere

### PROGRAMMING LANGUAGES

- HTML
- CSS
- PHP
- Bootstrap
- Javascript
- JQuery
- node.JS

### CONTENT MGMT SYSTEMS

- WordPress
- CMS Builder
- Squarespace
- Shopify
- Wix

### BUSINESS SOFTWARE

- Salesforce
- Moodle
- Crelate
- HubSpot

### ALSO...

- ALL Microsoft Office Apps

## SOFT SKILLS

- » RAPID LEARNER
- » INNOVATOR
- » TECHNICAL COMMUNICATOR
- » CREATIVE PROBLEM SOLVER
- » ACTIVE LISTENER
- » PERSUASIVE SPEAKER
- » GOAL-DRIVEN
- » TECH TREND FOLLOWER
- » HIGHLY SELF-MOTIVATED

## LINKS

URL: [solutionsbycarson.com](http://solutionsbycarson.com)  
FACEBOOK: [carsondbennett](https://www.facebook.com/carsondbennett)  
LINKEDIN: [SolutionsByCarson](https://www.linkedin.com/company/SolutionsByCarson)  
TWITTER: [SolutionsByCarson](https://twitter.com/SolutionsByCarson)

## REFERENCES\*

### DAVID HAIFLEIGH

REL *Client*

LOC *Denver, CO*

COM *TheFutureWorks*

POS *President & CEO*

### JACK NULTY

REL *Client & Boss (Former)*

LOC *Dallas, TX*

COM *Homes For Hope*

POS *Executive Director*

### JOHN LANKFORD

REL *Client*

LOC *Birmingham, AL*

COM *The Parnassus Group*

POS *President*

## » EXPERIENCE

OWNER/OPERATOR // [SOLUTIONSBYCARSON.COM](http://SOLUTIONSBYCARSON.COM) »

### SEO

- » Has managed over \$250K in PPC campaign budgets through Facebook/Instagram, LinkedIn, and Google Ad Words.
- » Managed Facebook pages that receive reach over 75K users and garner over 5.6K post engagements weekly.
- » Served as primary SEO strategist and content director for over 10+ websites that combined receive over 10 million page views per year and rank in the top 10 search results on google for over 350 keywords.

### GRAPHIC DESIGN & UI/UX:

- » Served as the primary designer for 7 company branding projects to date, including logos, colors, and branding system.
- » Served as the lead UI/UX designer for a nonprofit foundation app, providing wireframes, mockups, and final compositions created in Figma.
- » Served as the lead UI/UX designer for a large, SEO/EAT redesign project for two industry-leading content websites that receive over 2.5 million visitors per year.
- » Designed and developed a comprehensive branding system for a large, international nonprofit organization that included all forms of digital and printed material including: video presentations, invitations, press releases/media alerts, fliers, event posters, email templates, billboards, banners, large checks, landing pages, t-shirts, and more.

## INFORMATION SPECIALIST \_\_\_\_\_ MAY 14 - AUG 16

*HOMES FOR HOPE // DALLAS, TX // [WWW.HOMES4HOPE.ORG](http://WWW.HOMES4HOPE.ORG)*

### RESPONSIBILITIES

- » Develop and implement multi-platform marketing plans to increase targeted lead generation.
- » Develop and implement internal systems for sales operations, donor relationship management, and project management.
- » Design all print and digital marketing collateral for Home for Hope projects and events.

### ACCOMPLISHMENTS

- » Developed the Builder Toolbox, a comprehensive, fast-deploying branding system that:
  - » Reduced turnaround on marketing requests from 2 weeks to 48 hours
  - » Exposed the H4H brand at over 60 events in 30+ states, with an estimated 5,000 people in attendance
- » Led the implementation of Salesforce for Homes for Hope that:
  - » Reduced annual expenses by \$11.3K by automating administrative processes.
  - » Helped increase donor retention by 30%

## SPECIAL PROJECTS COORDINATOR \_\_\_\_\_ AUG 13 - MAY 14

*THE BELL CENTER // BIRMINGHAM, AL // [THEBELLCENTER.ORG](http://THEBELLCENTER.ORG)*

\*CONTACT INFO WILL BE MADE  
AVAILABLE UPON REQUEST

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