MIKE LEDDA
DIGITAL ARTIST

315-794-5373
ledda.mike@gmail.com
www.mikeledda.com

EXPERIENCE

Marketing & Web Developer - Oneida Air Systems, Inc.   **2015 – present**

» Single-handedly migrated website to Magento 2 CE platform, including: restyling LESS to match company branding aesthetics; extension customization to best fit existing sales and production workflows; restructuring of the entire product catalog hierarchy and attribute assignment; XML/XSLT order integration mapping.

» Increased online revenue by 53% YoY to $3M in direct sales through Magento with accompanying 59% increase in unique users and 85% decrease in bounce rate.

» Troubleshooted online customer experience using FullStory, Google Analytics, and detailed log analyses.

» Lead the company in compliance technologies and best practices to secure the online store against malware, fraud, carding activity, site copying, DDoS attacks, etc.

» Manager of Google AdWords and Amazon Ads campaigns with over $400,000 in sales through 2019. High focus on long-tail targeting of niche, industry specific terms for products priced over $1,000 retail.

» Coordinated with dozens of highly popular industry influencers to organically promote products on YouTube, Instagram, and other social media channels.

» Headed two-person team to completely redesign 120-page printed product catalog for use with high-priority, industrial leads.

Web / IT - Oneida Air Systems, Inc.   **2013 – 2015**

» Restyled the entire website to match a consistent brand aesthetic, correct display issues across various browsers, improve usability in navigation and checkout processes.

» Primary product photographer, videographer, and graphic designer for online store, tradeshow materials, and internal process troubleshooting.

» Hand-coded HTML email campaigns, directly deploying them from a custom server and manually managing subscriptions, bounces, blacklists, and DKIM / SPF settings.

» Developed new jQuery enhancements for the website including product selection tools, exit intent overlays, promotion schedulers, and media galleries.

» Rewrote item descriptions and specs for 900+ items to enhance SEO and user experience.

Freelance Digital Designer   **2011 – 2017**

» Developed websites using HTML, CSS and JQuery for small businesses throughout Central NY.

» Focus on responsive design, lightweight image galleries, cross-browser support, and SEO analysis

» Provided additional support and consultation with Social Media integration and promotional graphic design

Graphic & Web Designer - Fiberdyne Labs, Inc.   **2010 – 2012**

» Responsible for creating digital billboard ads for hundreds of businesses across Central NY and meeting directly with clients to understand their budgetary, marketing, and stylistic needs.

» Designed both print and digital promotional assets (fliers, postcards, websites, HTML e-mails, etc.) and realistic concept art to help market LED billboards to municipalities, school districts, community colleges, insurance groups, auto retailers, furniture outlets, etc.

» Created and managed training documentation on how to use patented LED sign content management software, conducting remote software training sessions, and developing LED sign graphic templates.

EDUCATION

Bachelor's Degree, Digital Arts and Sciences - Clarkson University   **2006-2010**

Graduated with Distinction