

Ben Friedman

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Experience

Hotel Compete

Technical Business Analyst *2019-2020*

- Gathered and organized massive amounts of data
- Utilized MySQL for data analysis
- Created dashboards to provide reports to clients
- Scheduled web scraping and other computing processes

Galt Toys + Galt Baby

Ecommerce Developer *2015-2019*

- Utilized UX principles identify and alleviate pain points experienced by customers
- Created and managed SEM/PPC campaigns with Google Adwords, Facebook and more
- Managed SEO and created dashboards to display data to stakeholders
- Utilized HTML, CSS, JavaScript, JQuery, AJAX, .PHP and more

Got It Digital

SEO/PPC Specialist *April 2017-July 2017 (Contract)*

- Created and managed SEM/PPC campaigns with Google Adwords, Facebook
- Coded HTML5 banner ads for Google Display Network

Wheel Fun Rentals

IT Manager *March 2015- September 2015 (Seasonal)*

- POS UX/UI design
- Installed new POS system and trained staff at 5 locations
- Supervised staff renting bikes at North Avenue Beach

Bobby's Bike Hike

Tour Guide/IT, *March 2014- July 2014 (Seasonal)*

- Promoted health and history education by taking guests through historic Chicago neighborhoods on bikes
- Provided IT support

SMS Assist, LLC

Strategic Support and Governance, *2011-2014*

- Updated and maintained contract management databases
- Centrally coordinated E-mail lists for billing purposes

YMCA Camp Eberhart

Head of Sailing Program/Web Content Manager/Administrative Staff, *2004-2011*

- Updated camp website with photos, video and important communications to parents
- Managed and maintained fleet of 30+ sailboats

Education

DePaul University

M.S. Human Computer Interaction, *2017*

Ball State University

B.A. Communications, *2010*

