

# Phil Geist



## Work Experience

### Web Performance Strategist

Stream Companies / July 2020 - Present / Wexford, PA

- Posted web slides and monthly special offers to client websites in automotive industry.
- Fulfilled general update requests across various content management systems.
- Worked with third party support to solve inventory issues and widget problems.
- Assisted Web Marketing Strategist with landing page creation + form implementation.
- Completed monthly audits to enhance performance & functionality of client websites.
- Produced pre-approval compliance proofs for the #1 Honda dealership in the world.
- Open to working flexible hours, volunteered to be on-call for weekend coverage.

### A/V Conference Specialist

Chorus Call / January 2017 - June 2020 / Monroeville, PA

- Managed audio and video conference calls for high profile clients.
- Processed, maintained, and unified email confirmations.
- Integrated improvements to HTML reservation conference templates.
- Activated calls on each bridge and collaborated with other scheduling team members.
- Assisted in launching conference call reservation systems for international offices.

### eCommerce Content Coordinator

rue21, inc. / July 2014 - May 2016 / Warrendale, PA

- Executed deployment of weekly website refreshes.
- Scheduled time-sensitive updates using desktop & mobile CMS platforms.
- Developed static landing pages in HTML & CSS to drive seasonal promotions.
- Generated links for tracking analytics.
- Inspected mockups for accuracy and reviewed with Graphic Design Manager.
- Coded promotional emails and supported social media contests.
- Performed A/B testing for flash-sale countdown timers.
- Collaborated with site merchandisers to ensure optimal product visibility.

### Web Developer (temp)

Schoolwires, Inc. / February 2013 - July 2013 / State College, PA

- Hosted template kickoff meetings with school districts.
- Developed the layout of school websites and customized CSS mobile templates.

### Content Creator/Webmaster

CaerVision, Inc. / April 2011 - February 2013 / Johnstown, PA

- Produced digital healthcare patient education video segments.
- Designed digital signage for chiropractic and veterinary practices.
- Developed 25+ joint venture websites using HTML and CSS code.
- Managed an e-commerce software solution called MivaMerchant and integrated with PayPal so the company could sell C-Nutra product supplements.
- Personalized WordPress themes and created story posts for quarterly newsletter.

### Assistant Manager

Hollister Co. / May 2008 - September 2010

## Skills & Highlights

HTML and CSS development  
WordPress & CMS Guru  
Landing Page Production  
Adobe Creative Suite  
Google PageSpeed Insights  
Google Analytics  
Video Production/Editing  
Proofreading  
Concise Content Copywriting  
Social Media Savvy  
SLAB Lit Magazine (17 years)  
Patient demeanor, Loyal  
High Attention to Detail  
Proficient in Microsoft Office  
Effective Time Management  
Eagle Scout Award

## Education

Chatham University '17  
MFA  
Creative Writing

Slippery Rock University '07  
B.S. Communication  
Emerging Technology & Multimedia  
B.S. English  
Creative Writing

Undergraduate Activities  
WRSK Radio  
SLAB Literary Magazine  
Multimedia Production Group  
The Rocket Student Newspaper

pginteractive.com

philipgeist@gmail.com  
(814) 207-3779