

# Andrew Long

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## Professional Experience

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### Mad Genius

SEO Developer

7/2024 – Present

- Lead end-to-end development of client applications from discovery through deployment, including authoring app bibles, defining user stories, designing relational database schemas, and architecting backend systems.
- Develop and maintain full-stack web applications using Laravel, React, Nuxt.js and headless WordPress architectures, deploying across multiple cloud platforms including, AWS, Digital Ocean and WPEngine.
- Coordinate with the development team and project managers to standardize web practices and ensure alignment with SEO, accessibility and security requirements.
- Lead Quarterly Mad Genius University training sessions, educating cross-departmental teams on web development standards, SEO best practices and security protocols to facilitate integrated workflows across the organization.
- Served as key contributor on a React Native mobile application that grossed over \$1M in its first month of launch, serving 10,000+ active users.
- Drove a 74% year-over-year increase in organic traffic for a key client through technical SEO optimization, content strategy, and LLM search integration.
- Built custom automation tools including web crawlers and reporting scripts, reducing SEO audit turnaround time by 10% across the team.
- Execute technical audits and develop targeted SEO campaigns, leveraging AI tools and social media optimization (including YouTube SEO) to improve search rankings and audience reach.
- Integrate third-party APIs such as Google Translate for real-time multilingual functionality and develop custom analytics tracking systems.

### Thompson Machinery

Marketing Project Manager

12/2023 – 6/2024

- Designed and developed campaign landing pages using Next.js, Tailwind CSS, and Makeswift, while maintaining Wordpress sites with PHP and JavaScript.
- Built internal marketing forms and planners using Microsoft Power Apps to improve workflow and project coordination.
- Analyzed sales data in Power BI to identify market share gaps and inform targeted Caterpillar equipment campaign.
- Strategized, managed and executed comprehensive marketing initiatives across sales and SITECH divisions, including SEO, SEM and email campaigns to drive engagement and results.
- Implemented SEO strategies leveraging SEMRush and keyword optimization to drive organic traffic growth across product campaigns.
- Developed Ideal Customer Profiles through in-depth client data analysis, refining regional targeting and campaign segmentation.

### Finder's Guide

Web Developer

9/2022 – 5/2024

- Founded a marketing consultancy delivering custom web development and digital growth strategies for local and enterprise clients.
- Built scalable web applications using Next.js, and Svelte.js integrating headless WordPress CMS and deploying on Digital Ocean droplets.
- Increased organic search traffic by an average of 40% across 15+ client engagements through strategic SEO implementation.
- Led cross-functional remote design teams and managed the full project lifecycle from client acquisition through ongoing support.
- Enabled clients to expand beyond local markets through integrated branding, web presence, and search optimization strategies.

### Core Logic

Associate Customer Support Specialist

3/2022 – 1/2023

- Selected to identify and meet customer needs and assist customers in utilizing specific features in the software applications, including DASH, Pro-Assist, Luxor, XactAnalysis, and Xactimate, resulting in enhanced customer satisfaction and product utilization.
- Collaborated in a SCRUM environment using Salesforce and Jira, escalating complex issues to development teams and contributing to product improvement.
- Maintained organized internal databases, accurately recording technical issues and valuable customer interaction, ensuring insights were readily available for future reference and continuous improvement
- Maintained a 95% CSAT score while handling 50-70 daily customer interactions across phone and messaging channels, consistently above team average.

### LMC

Owner

1/2018 – 12/2020

- Seamlessly managed all project phases from pre-production, planning, to cinematography/video production and editing.
- Ensured a smooth and satisfying experience for clients throughout the creative process.
- Responsible for versatility of working in music videos, executive training, live sports, and wedding videos by collaborating with a team of videographers and editors.
- Oversaw brand creation, content development, marketing strategy, and maintaining effective client relationships.
- Maintained scheduling and created a balanced time-sheet for projects to achieve deliverables within strict deadlines.
- Managed content for various social media platforms with focus on increasing consumer engagement
- Directed and edited over 100 music videos in a two year period for a music production company.

## Education

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### **University of Mississippi**

*Bachelor of University Studies*

### **Mississippi Delta Community College**

*Associate of Arts – Pre-Engineering*

## Technical Skills

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**Languages:** Python, PHP, JavaScript, TypeScript, SQL

**Frameworks:** Laravel, React, Vue, Svelte, Nuxt.js, Next.js, GSAP

**DevOps:** Docker, AWS, Digital Ocean, Cloudflare

**Tools:** VSCode, Cursor, Postman, Redis, Git, Github, JIRA, Laravel Herd, DBngin, Sequel Ace, ChatGPT, Gemini, Claude

**Other Software:** Figma, Adobe Creative Suite, Microsoft Office, Microsoft Dynamics, Microsoft Power Apps, Power BI, Salesforce, Twilio, Google Workspace