


# Zissel Syria

## Webmaster

Dedicated Webmaster with 1 year of experience in managing, designing, and optimizing websites. Skilled in HTML, CSS, and JavaScript, with a solid understanding of user experience and responsive design principles. Adept at monitoring site performance, implementing SEO strategies, and handling website maintenance tasks. Committed to enhancing web presence and ensuring seamless user navigation.

[zissel.syria@gmail.com](mailto:zissel.syria@gmail.com) 

(706) 898-7705 

1234 Maple Street, Grand Rapids, MI 49503 

### Education

#### Bachelor of Science in Web Development at Michigan State University, East Lansing, MI

Sep 2018 - May 2022

Relevant Coursework:  
Web Design, Programming Fundamentals, Database Management, UX/UI Design, Mobile App Development, Web Security, E-Commerce, Content Management Systems, Front-end and Back-end Development, and Web Analytics.

### Links

[linkedin.com/in/zisselsyria](https://www.linkedin.com/in/zisselsyria)

### Skills

HTML5



CSS3



JavaScript



PHP



MySQL



WordPress



SEO



### Employment History

#### Webmaster at Michigan Web Works, MI

Apr 2023 - Present

- Successfully increased organic website traffic by 35% within six months through strategic SEO implementation and content optimization for a diverse range of clients, resulting in higher conversion rates and improved online visibility.
- Effectively managed and executed the redesign and migration of over 20 client websites, enhancing user experience and ensuring seamless transition with minimal downtime, leading to a 25% increase in client satisfaction ratings.
- Streamlined the web development process by introducing automation tools and best practices, reducing project completion time by 30% and increasing overall team productivity by 20%.
- Proactively identified and resolved potential security vulnerabilities for more than 50 client websites, implementing robust security measures and backup systems, leading to a 99.9% uptime rate and a significant reduction in cyber threats.

#### Assistant Webmaster at Traverse Web, MI

Aug 2022 - Mar 2023

- Successfully increased website traffic by 35% within six months by implementing effective SEO strategies, optimizing web content, and improving site navigation for a more user-friendly experience.
- Streamlined Traverse Web's content management system, reducing the time spent on updates by 25% and significantly improving overall team efficiency in managing and maintaining the website.
- Developed and executed a comprehensive website redesign, resulting in a 50% decrease in bounce rate and a 45% increase in average session duration, ultimately leading to higher user engagement and conversions.

### Certificates

#### Google Analytics Individual Qualification (GAIQ)

Nov 2021

#### Adobe Certified Expert (ACE) in Web Specialist

Jul 2020