

Conor Caplice

Downers Grove, IL 

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As a passionate writer with a Master's Degree and a background in technology I am seeking to leverage my technical and creative talents to grow and further my career.

Skills

- Writing
- Editing
- Proofreading
- Researching
- Microsoft Office Suite
- CRM & Data Analytics
- Social Media Management
- Content Creation
- HTML / CSS
- JavaScript & jQuery
- PHP & MySQLi
- SEO

Experience

Digital Content Coordinator / Remax 1st, IL

May 2018 - Present

As the digital content coordinator I am responsible for all digital products, services, and marketing. Additionally, my responsibilities include on-boarding new staff, writing and proofreading content, and servicing technical issues as they arise.

- **Front-End Web Development**
 - HTML and CSS
 - Javascript and jQuery
- **Back-End Development**
 - PHP
 - MySQLi
- **Server & Database Management**
 - LAMP Stack
 - SSL Certificates
 - Domain Management and Security
- **SEO Optimization**
 - Google Analytics
 - Google Search Console
 - Bing Webmaster
- **Video & Graphic Editing**
 - Photoshop Image Manipulation
 - Kdenlive Video Editor
 - Asset Design and Creation
- **Email Marketing**
 - Mailchimp
 - BombBomb
- **Digital & Traditional Marketing**
 - Google AdWords
 - Adwerx
 - Direct Mail
- **Social Media Management**
 - Facebook
 - Instagram
 - Twitter
- **CRM Systems**
 - Corporate Re/Max CRM
 - LionDesk Cloud-based CRM
 - Custom In-house CRM
- **Information Technology Support**
 - General Computer Help
 - Software Bug Fixes

- **Buzzingy.com**

I developed a real estate search and lead generation platform where users can buy, rent or sell property. The system was developed over the course of six months and incorporates encrypted communications, secure payment processing, individual user accounts, real-time data tracking, and a proprietary algorithm I developed to match the personality, interests, and general character of real estate agents with the website's users. The service is currently available in Chicago with an expansion planned for Toronto, Canada in late July or early August of 2019.

- **ChandiTeam.com**

A website I developed for the brokerage owner which was modeled after the website of one of his icons, Josh Flagg, at his request. Built over the course of five weeks it incorporates video elements, custom home evaluations, a featured property set, and is completely mobile friendly in addition to having a completely custom back-end management system to make as-needed changes and updates to property listings.

Web Developer / Kliink LLC, IL

2016 - 2018

I managed a small team to create unique social media applications for iOS and Android. I also designed and built consumer facing websites as well as wrote creative and technical copy to help inform users and market our service. A brief demonstration video of the application is available on my website.

- Front-End Web Development
- Back-End Development
- Server & Database Management
- iOS Application Development
- Android Application Development
- SEO Optimization
- Digital & Email Advertising
- Social Media Management
- Video & Graphic Editing
- Technical Writing

Education

M.A. English / University of Rochester, NY

Graduated 2015

After being one of only 16 individuals accepted into the University of Rochester's English Master's program, the focus of my research and subsequent thesis was in the field of applied language and technology. Upon graduation my degree was conferred with a 3.7 GPA.

B.A. English / Benedictine University, IL

Graduated 2013

While working full-time to put myself through college, I graduated Magna Cum Laude from Benedictine University with a degree in English Language and Literature. My degree was conferred with a 3.8 GPA.