



VIC CAO

STACK DEVELOPER  
EXPERIENCE ARCHITECT  
CREATIVE LEADER

BA  
BUSINESS ADMINISTRATION

UNIVERSITY OF CENTRAL FLORIDA 2006

MBA  
MARKETING

CRUMMER SCHOOL OF BUSINESS  
ROLLINS COLLEGE 2010

- HTML5
- CSS3
- PHP
- WORDPRESS
- JQUERY
- JAVASCRIPT
- GOOGLE APIS
- GOOGLE ANALYTICS
- VELOCITY JS
- VIDEO JS
- CS PHOTOSHOP
- CS ILLUSTRATOR
- CS AFTER EFFECTS
- BRACKETS IO
- BOOTSTRAP

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SEPT 2015 • NOV 2016

AUG 2014 • AUG 2015

OCT 2013 • AUG 2014

APRIL 2013 • OCT 2013

OCT 2011 • SEPT 2012

## LEAD DEVELOPER

PROGRESSIVE DENTAL

- Voted 2016 Progressive Dental Employee of the Year
- Led creative, front-end and back-end development of agency wide theme engines serving 90+ client delivered/launched sites in 2016.
- Served as primary designer & developer on high profile client projects.
- Rebranded Progressive Dental, redesigning the logo, tradeshow display booths, collateral and all branded material.
- Engineered advanced analytic frameworks powering unique events for all sites measuring user engagement (video, site interaction and scroll depth).

## INTERACTIVE CREATIVE DIRECTOR

THIRTEEN05 CREATIVE

- Led all creation, concepting, design and development of client deliverables including; print, tradeshow display design, and web interactive.
- Concepted, designed, and instrumental in all front-end and back-end development of custom WordPress CMS sites.
- Worked with clients to gain insight on their business, goals, and sales cycles to develop interactive solutions based on real measurable goals to drive ROI.
- Led all creative presentations to clients in gaining concept/deliverable approval.

## SENIOR ACCOUNT EXECUTIVE - DIGITAL INTERACTIVE PRODUCER

&BARR (FORMERLY FRY HAMMOND & BARR)

- Managed daily marketing advertising account/client service needs along with large scale digital interactive website projects.
- Led internal and external meetings and client presentation of creative and development.
- Coordinated internal and external resources and project managed multiple timelines to meet marketing material needs for various mediums.
- Provided detailed analytics and recommendations on various forms of online media with respect to ROI and KPIs.

## DIRECTOR OF DIGITAL INTERACTIVE

DEVINE COMMUNICATIONS

- Managed the digital production and strategy of agency clients.
- Facilitated the implementation of 200 store build-out of online ordering for Hungry Howie's FL franchises.
- Developed and conceptualized content tactics for digital initiatives, including: email, social media and loyalty promotions.

## MARKETING MANAGER

BISK EDUCATION

- Coordinated the development, strategy and creative execution for all marketing assets including website, SEO/SEM, print advertisements, email marketing, e-newsletters, landing pages, banner ads, social media, and mobile applications.
- Analyzed and reviewed performance metrics to identify key business drivers and opportunities for improvement across all online channels. Continually test and optimize based on results.