



VIC CAO

Stack Developer / Experience Designer / Creative Leader

MBA 2010
MARKETING
Crummer School of Business at Rollins College

BA 2006
BUSINESS ADMINISTRATION
University of Central Florida

TECHNICAL CAPABILITIES

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|------------------|--------------------|
| HTML5 | GOOGLE TAG MANAGER |
| CSS3 | VELOCITY JS |
| PHP | VIDEO JS |
| JAVASCRIPT | ADOBE CS |
| VUE JS | SKETCH |
| WORDPRESS | BOOTSTRAP4 |
| DRUPAL | GIT |
| SHOPIFY | INVISION |
| GOOGLE APIS | WORKAMAJIG |
| GOOGLE ANALYTICS | ASANA |

NOTABLE PROJECTS

- leadbetter.com
- onapulsefoundation.org
- virginproduced.com
- sanctuarystudios.com
- companiesofnassal.com
- findsomewinmore.com
- chs.org
- campnocounselors.com

- 📞 321.230.6612
- 🌐 caocreative.com
- ✉ vic.cao@me.com
- 📄 github.com/vicca
- 🔗 codepen.io/thevcao
- in linkedin.com/in/thevcao

LEAD DEVELOPER FINDSOME & WINMORE

- Primary lead in the development of all agency internal and client interactive deliverables.
- Provides estimating and project scoping for all agency projects and proposals.
- Works cross functionally and with clients to ensure proper execution interactive mediums with respect to goals and objectives.
- Performs detailed and thorough analysis and reporting of website KPIs to provide deep understanding of valued web engagements and their function in the client sales funnel.

LEAD DEVELOPER PROGRESSIVE DENTAL

- 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 all 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 THIRTEENOS CREATIVE

- Led all creation, conceiving, 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 projects.
- 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 PRODUCER &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 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.
- Sourced and implemented 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.