

# Allen Larson

Norfolk, VA • 949-606-6547 • allenlarson1@gmail.com • <https://allenlarson.net>

## WORK EXPERIENCE

---

### **Kingsmen Digital Ventures** • Irvine, CA **Web Developer, Remote**

2021 – 2023

- Led the development of all corporate client's websites using HTML, CSS, and JavaScript, on wordpress CMS, resulting in early sprint deadlines and satisfied clients.
- Conducted thorough website performance analysis using tools like Google PageSpeed Insights and GTmetrix, identifying and resolving optimization issues, resulting in a 35% improvement. Lighthouse scores of 95+ in performance, accessibility, and SEO.
- Collaborated with cross-functional teams to gather project requirements, and develop user-friendly interfaces, resulting in a 20% increase in user engagement.
- Developed engaging marketing email campaigns, which helped drive customer engagement and achieve a 15% increase in click-through rates.
- Collaborated with team to create internal projects and systems using React and NextJS.

### **Allen Larson Creative** • Hampton, Virginia **Owner & Web Developer**

2019 – Present

- Cultivated strong, lasting relationships with clients by providing personalized consultations, understanding their unique needs, and delivering tailored web solutions that exceeded expectations, leading to a high rate of repeat business and referrals.
- Leveraged a deep understanding of web development technologies, including HTML, CSS, JavaScript, and WordPress, to design and create responsive, user-friendly websites for a diverse client base, ensuring high-quality deliverables and client satisfaction.
- Successfully launched and managed a small web development business, overseeing all aspects of operations, including client acquisition, project management, budgeting, and team coordination.

### **1st Class Real Estate** • Virginia Beach, VA **Brand Ambassador**

2018 – 2019

- Built an e-commerce store on Shopify to handle company swag and marketing materials
- Developed weekly email campaigns and analyzed each campaign's effectiveness, resulting in a 20% increase in click-through rate and lead generation.
- Worked closely with management and agents to create marketing graphics, update websites using HTML and CSS.

### **EvolveHype.com** • San Clemente, CA **Owner & Team Manager**

2014 – 2015

- Designed and developed the team's website and forums, provided daily oversight of staff, achieving 3,800 unique daily views, and was the largest online community for Evolve.
- Co-managed the Esports team EvolveHype and led them to win almost all online tournaments and the world championships for Evolve with over \$80,000 in winnings.

## SKILLS

---

HTML, CSS, Tailwind CSS, WordPress, JavaScript, Photoshop, Illustrator, Lightroom, SEO, React, NextJS

## EDUCATION

---

The Complete 2023 Web Development Bootcamp • Dr. Angela Yu

2023

Saddleback College • Mission Viejo, CA

2005 – 2007

San Clemente High School • San Clemente, Ca

2000 – 2004