DUSTIN KAVA

"I'm ready for live changes

🔗 dustinkava.com 🔗 https://www.linkedin.com/in/dustinkava/
📍 Medina, Ohio

SUMMARY

A Google-tattooed nerd with over 20 years of experience crafting websites that don't just look pretty—they convert. I've been slinging code since dial-up, and I still get way too excited about a well-optimized landing page. Proficient in Webflow, WordPress, Finsweet, Relume, and Figma, I blend creativity with technical wizardry to build sleek, high-performing sites that make both users and search engines do a happy dance.

Thanks to streamlined Finsweet Client-First and Relume workflows, I'm known for lightning-fast turnarounds—often taking a Figma file to live site in under a day. I thrive on bringing ideas to life with speed and precision. Whether it's optimizing SEO, enhancing UX, or hunting down rogue interactions like a digital bounty hunter, I'm here to make the web a better place one pixel at a time. Always riding the wave of the latest trends, I bring innovation, problem-solving, and a shameless amount of geeky enthusiasm to every project.

EXPERIENCE

Independent Consultant
06/2023 - Present

Nue Trend Countertops Inc.
North Royalton, OH

- Played a key role in driving sales growth, helping the company achieve a 150% increase in revenue, from $400,000 to $1,000,000
- Collaborated on blueprint analysis and custom design of countertops and cabinetry to meet client specifications
- Developed and maintained a cohesive Brand Guide while designing impactful marketing materials and overseeing website design
- Played a key role in the acquisition of Kitchen Works (North Ridgeville), helping expand the company's portfolio of products and services

Technical Director, Web Developer
07/2021 - Present

Trav Media Group
Cleveland, OH

- Refined and streamlined development procedures, boosting team productivity
- Nurtured client relationships, achieving high levels of satisfaction and retention
- Designed, developed, and maintained websites using Webflow, WordPress, Shopify and Duda, ensuring responsiveness and optimal user experience
- Achieved 70% faster page load times by optimizing backend infrastructure and content delivery networks
- Boosted client satisfaction scores 175% by streamlining support processes
- Elevated customer engagement by 25% through innovative web design projects
- Implemented and managed SEO strategies, including keyword research, metadata optimization, and link-building initiatives to improve search rankings
- Created and optimized landing pages and lead generation funnels in collaboration with the marketing team to drive engagement and conversions
- Troubleshot and resolved website issues related to performance, speed, and functionality to enhance user experience
- Monitor website performance using tools such as Google Analytics and HubSpot Reports, leveraging insights to refine strategies

Founder & Principal Owner
11/2014 - 12/2021

Nhalables
Brunswick, OH

- Established and successfully grew a retail business, generating over $2M in sales
- Fostered a nationwide reputation for excellent customer service, accumulating hundreds of 5-star reviews
- Directed marketing strategies, including website management and promotional efforts
- Photographed and processed thousands of product images to optimize visual appeal and user experience
- Developed and implemented a user-friendly e-commerce platform with integrated payment processing
- Managed financial operations, overseeing cash flow and maintaining accurate records
- Actively participated in community engagement through public speaking events

KEY ACHIEVEMENTS

💎 **Revenue Growth Leader**
Led efforts that drove a 150% revenue increase for Nue Trend Inc., growing sales from $400K to $1M.

💎 **Customer Satisfaction Achiever**
Achieved over 300 five-star customer reviews at Nhalables.

💎 **Web Performance Enhancement**
Enhanced website loading times by 70% via backend improvements.

💎 **Client Satisfaction Goal**
Elevated customer satisfaction to 98%, optimizing support processes.

💎 **Early Relume Library Adopter**
Over 3.5 years experience using Relume Library

CERTIFICATION

Microsoft Certified Professional

SKILLS

HTML · CSS · JavaScript · DNS · Webflow · Client-First Web Design · Finsweet · Relume · Shopify · WordPress · Divi Builder · Beaver Builder · Elementor · Astra · Duda · Wix · Adobe Creative Suite · SEO · Google Analytics · Search Console · MOZ · SEMrush · Product Photography · Salesforce · Content Studio · HubSpot · Mail Chimp · Project Management · Asana · Monday · Airtable · Microsoft Office 365 · Microsoft Suite · Canva