

Blake Mercer

BLAKE.MERCER93@GMAIL.COM

PHONE: 860-808-6108

GITHUB: [HTTPS://GITHUB.COM/BLAKE-MERCER](https://github.com/BLAKE-MERCER)

PORTFOLIO: [HTTPS://BLAKE-MERCER.GITHUB.IO/PORTFOLIO-V2/](https://blake-mercerv.github.io/portfolio-v2/)

LINKEDIN: [HTTPS://WWW.LINKEDIN.COM/IN/BLAKE-MERCER-760961B9/](https://www.linkedin.com/in/blake-mercerv-760961b9/)

MISSION STATEMENT

Looking for a position that allows me to utilize my web development skillset to find pragmatic solutions for business problems.

EXPERIENCE

WEB-DEVELOPER/ DIGITAL MEDIA MANAGER, BIKRAM YOGA SIMSBURY — 2020-PRESENT

- Developed bikramyogasimbury.com and hosted on Wordpress styled with DIVI.
- Integrated the website with the platform MindBody to allow studio members to signup for classes online.
- Update website by adding features to streamline business operations.
- Created alternative revenue stream during COVID-19 pandemic to offset revenue loss by 30%.
- Maintain search and social advertising efforts as well as prospect for new clientele.
- Monitor the day-to-day activities to ensure efficiency.

PAID MEDIA ANALYST, TALLWAVE — 2019- JULY 2020

- Prospect, nurture, and close new business for B2B clients using Google Ads, Bing Ads and Programmatic Display Ads.
- Generate online and in-store sales from paid advertising on Facebook, Instagram and LinkedIn etc.
- Improve website conversions by measuring, collecting, analyzing, reporting, utilizing web-traffic data with Google Analytics.
- Create client dashboards using client data to screen for actionable data points. Proficient in Microsoft Excel.
- Utilized demand-side platforms by working with managed media partners.

PAID ANALYST, DIGITAL AIR STRIKE — 2016-2019

- 4 years of hands-on paid media experience including execution of paid search, paid social advertising and programmatic display.
- Working with demand-side platforms and managed media partners.

PROJECTS

BIKRAM YOGA SIMSBURY — WORDPRESS, DIVI.

Layered the website with yoga studio information. Added features such as “Sign up for a class” and “Purchase a membership” to generate revenue above the fold. It’s a functioning business website presented in a simple + professional manner.

REACT: BURGER BUILDER — REACT, REDUX, FIREBASE, REACT-ROUTER, JEST, ENZYME.

The Burger Builder is an application built with React. Users can simulate creating & ordering a burger with this application. By selecting and applying various ingredients the app UI displays the burger development process. Simply create an account to login, then you have the option to place an order which will be recorded on my Firebase datastore. Review past orders by accessing your order history within the application.

NODE JS: E-COMMERCE STORE — NODE, EXPRESS, MULTER, COOKIE-SESSION, FS.

An E-Commerce web application built using Node JS, Express, and a custom built database. User cart data is persisted utilizing cookies. Sign In/Sign Up using custom built production-grade user authentication.

PICTURE-IN-PICTURE WIDGET — JAVASCRIPT, MEDIA DEVICES WEB API.

This application allows you to open a screen, an application, or tab in a movable and resizable window. The window will rest on top of any background. You can have a video playing in the corner while you are working on something else in the background.

EDUCATION

Arizona State University — B.S. Statistics, 2015

TECHNOLOGIES & TOOLS

Javascript, React JS, React-Router, Node, Express JS, CSS, HTML, Firebase, Jest, Enzyme, Mocha, Git.