

BLAKE MERCER

SOFTWARE ENGINEER

PERSONAL SKILLS

Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

My Website
860-808-6108
Blake.Mercer93@gmail.com
[Github.com/Blake-Mercer](https://github.com/Blake-Mercer)

PROFESSIONAL SKILLS

Javascript
React JS
Node
Express
Bootstrap
HTML
React-Router
Jest
Mocha
Git



PROFILE

Skilled at writing well-designed and testable code. Pragmatic problem solver.

EXPERIENCE

WEB-DEVELOPER/ ASSISTANT DIRECTOR

Bikram Yoga Simsbury | 2020 - Present

- Developed bikramyogasimsbury.com hosted on Wordpress styled with DIVI.
- Integrated the website with the platform MindBody allowing studio members to signup for classes online. Continuously update website by adding features to streamline business operations.
- Implemented web based alternative revenue stream during COVID-19 pandemic. Offset rev loss by 30%.
- 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 tactics on Google Ads and Bing Ads. Generate online and in-store sales from paid advertising on Facebook, Instagram and LinkedIn etc.
- Improve client website effectiveness by measuring, collecting, analyzing, and reporting web-traffic data using 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 MEDIA 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 for clients in various industries.
- Worked with demand-side platforms and managed media partners.

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN STATISTICS
Arizona State University | 2011 - 2015

PROJECTS

BIKRAM YOGA SIMSBURY [DOT] COM (SITE-LINK)

Wordpress, Divi

The website is layered with information about the yoga studio. It's a presentation of the teachers, the classes, the schedule, the client testimonials and the membership pricing. It's a functional website in a simple and professional manner. Integrated the platform MindBody so that studio members can signup for classes online

REACT: BURGER BUILDER (GITHUB-LINK)

React, Redux, Firebase, React-Router, Jest, Enzyme.

Burger Builder is an application built in React and deployed on Firebase. Users can build & order a burger by selecting and applying various ingredients. Simply create an account then login to order a burger.

NODE JS: E-COMMERCE SITE (GITHUB-LINK)

Node, Express, Multer, Cookie-Session, FS

An E-Commerce web application built using Node JS, Express, and a custom built database. Uses data persistency for anonymous users and production-grade user authentication.

JS PICTURE-IN-PICTURE WIDGET (GITHUB-LINK)

JavaScript, Media Devices Web API.

This app will allow you to open any screen, application, or tab in a movable and resizable window that will rest on top any background. You can have a tutorial video playing in the corner while you are working on something in the background.