Daniel Sias

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Full-Stack Developer specializing in scalable, data-driven applications with expertise in React, Node.js, TypeScript, and cloud platforms. Proven ability to streamline workflows, automate processes, and integrate APIs, reducing manual effort and improving efficiency by 85%. Experienced in building real-time analytics platforms, AI-powered tools, and business intelligence solutions that drive informed decision-making. Passionate about performance optimization, automation, and bridging engineering with business objectives to deliver impactful solutions.

Programming Languages & Tools

Frontend Development: React.js • Next.js • TypeScript • API Integration • TailwindCSS • User-Centered Design
Backend Architecture: Node.js • Express.js • PostgreSQL • Prisma • BigQuery • RESTful APIs • OAuth • PHP
Cloud & DevOps: Supabase • Google Cloud • AWS • CI/CD Pipelines • Docker
Data & Analytics: Marketing Automation • Data Engineering • Business Intelligence • AI-Powered Tools
Tools & Workflow: Git • Agile/Scrum • API Design • Performance Optimization • Automation

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Professional Experience

Data & Analytics Lead Developer / Data Analyst
Pearson Online Learning Services

Sept 2015 - July 2024

Developed data-driven applications, automation tools, and real-time analytics dashboards to optimize marketing performance, finance forecasting, and sales operations. Focused on scalable full-stack development, API integrations, and workflow automation to enhance efficiency.

- Built a React/Node analytics platform integrating BigQuery & Salesforce, cutting report generation time by 85% and automating KPI tracking for $25M+ in marketing spend.
- Developed a marketing spend forecasting system, replacing manual spreadsheets with a centralized web-based platform, saving teams 20+ hours per month and improving budget accuracy.
- Designed and deployed API-driven automation to connect Salesforce, BigQuery, and ad platforms, enabling real-time marketing performance tracking.
- Led the creation of an email marketing performance tracker, integrating Google Analytics API & Salesforce Marketing Cloud to improve engagement and A/B testing efficiency.
- Built a PPC tracking link generator, standardizing URL parameters to ensure accurate attribution, minimize tracking errors, and improve campaign performance across multiple advertising platforms.
- Collaborated on the Salesforce migration and data warehouse setup, transitioning legacy systems to BigQuery & cloud-based reporting while ensuring data integrity.

Search Engine Optimization Analyst
Pearson Online Learning Services

June 2013 - Sept 2015

Drove organic growth strategies, data-driven SEO analysis, and performance tracking to optimize digital marketing efforts for 34 university programs. Focused on technical SEO, keyword strategy, content optimization, and automation tools to enhance search rankings and lead generation.

- Managed a $1.3MM SEO budget, leveraging advanced data analysis to improve content strategy and drive conversions across multiple programs.
- Developed real-time SEO performance dashboards using Tableau and Google Analytics API, streamlining reporting and improving decision-making.
- Automated keyword monitoring and site audits, integrating Ahrefs API to track rankings, backlinks, and site health.
- Optimized conversion funnels through A/B testing, on-page SEO enhancements, and technical audits, improving lead volume and engagement.
- Standardized reporting workflows, replacing complex spreadsheets with interactive data visualizations for actionable insights.

Founder & Full Stack Developer / Marketing Consultant   July 2005 - June 2013
Liquid Gravity Engineering

Founded and led a marketing technology firm, developing custom automation, CRM integrations, and conversion-optimized sales funnels for high-profile clients across diverse industries. Built scalable web applications, ecommerce solutions, and performance-tracking systems to enhance marketing efficiency and drive revenue growth.

- Engineered a one-click upsell system, dynamically generating personalized post-checkout offers to increase revenue, resulting in a 37% boost in conversion rates.
- Developed CRM integrations with Salesforce, Infusionsoft, and 1ShoppingCart, automating lead tracking, follow-ups, and campaign performance analysis.
- Built and automated A/B testing frameworks, leveraging Google Analytics and Optimizely to refine conversion funnels and optimize marketing campaigns.
- Designed and deployed custom marketing automation workflows, improving email sequences, lead scoring, and retargeting strategies to enhance engagement and conversion rates.
- Implemented real-time performance dashboards, centralizing KPI tracking and marketing attribution for clients across multiple industries.
- Consulted on strategic marketing initiatives, optimizing website speed, mobile experiences, and user engagement strategies to improve lead generation by 201.2% without increasing ad spend.

--- **Project Highlights** ---

Nexus: Data-Driven Analytics & Reporting System

Led development of enterprise analytics platform that automated KPI tracking across 5 departments, reducing report generation time by 70% and enabling $2M in marketing spend optimizations through ML-powered forecasting
Technologies: React.js • Node.js • BigQuery • Prisma • PostgreSQL • Salesforce API

Key Achievements:

- Automated data processing, reducing manual reporting by 85% and enabling tracking of $25M+ in marketing spend.
- Integrated Salesforce data into BigQuery to consolidate marketing lead and spend data into one interactive source.
- Built custom API endpoints for dynamic data retrieval, ensuring scalability and real-time decision-making.
- Replaced spreadsheet-based workflows, saving teams 20+ hours per week spent in reporting and forecasting.

SEO Analytics & Competitive Insights Dashboard

Developed a custom dashboard to track keyword rankings, competitor insights, and backlink health, providing real-time SEO performance metrics to enhance search visibility and drive organic growth strategies.
Technologies: Node.js • React.js • Ahrefs API • PostgreSQL • Express.js

Key Achievements:

- Integrated Ahrefs API to automate SEO tracking, eliminating the need for manual rank monitoring.
- Developed a real-time reporting dashboard, visualizing keyword trends, backlink health, and competitor data.
- Enabled marketing teams to refine SEO strategies, leading to data-driven content optimization and better rankings.
- Replaced manual spreadsheets with automated insights, saving hours per week in SEO reporting.

--- **Academic Background** ---

Master of Science in Optics   **Master of Science in Management**   **BS in Engineering Physics**
University of Central Florida   University of Florida   Embry-Riddle Aeronautical University

See my full portfolio, additional projects, and case studies at danielsias.dev