Daniel Jiang

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EDUCATION AND AREAS OF EXPERTISE

New York University, Tandon School of Engineering *// 2018*
B.S. Integrated Digital Media

Platforms: WordPress, Hubspot, Adobe Creative Cloud, Google Analytics, AWS, Amazon KEP, Drupal, Unity, Gamemaker
Coding: HTML, CSS, React, Drupal, JavaScript, Python, C#, C++, Java, SQL, R
Certifications: Google Ads Display, Measurement, Shopping, and Video
Misc./Soft Skills: Game Design and Writing, 3D Modeling, Graphic Design and Prototyping, Photography and Video Editing, Visual Art, Music Performance

WORK EXPERIENCE

Online Marketing Specialist
American National Standards Institute // New York, NY // 2019-Present

- Builds and iterates on webpage A/B tests using HTML/CSS, JavaScript, SQL, Python, and R as well as tools such as Google Optimize and Tag Manager to improve technical performance and user experience.
- Prototyped and implemented development projects including "Users Also Bought" feature that increased session sales that view top performing products by 200% and auto-formatting script for Amazon storefront
- Scrutinizes and constructs ANSI web properties built in WordPress and Hubspot for aging content; recommends or enacts changes to improve content and product offerings; monitors and reports the effect of these changes.
- Reports weekly on newly released products and integrates them into existing web content and new content for social media (graphics, tweets, posts, and videos)
- Interprets web analytics reports as the basis for analysis of the impact of marketing efforts and competitive environment on sales, web traffic, and user interactions using tools like Google Analytics, Google Ads, and SEO crawlers.
- Grew annual sales across Amazon and webstore by six times since start of employment to more than $600,000 in the first half of 2024
- Draft and develop new website product pages of lists of standards based on category, and regularly update corresponding SQL server whenever new editions of those standards are released
- Established Mimeo Print on Demand platform, generating nearly $10,000 in royalties over 4 months on initial test batch of 50 products and expanding catalog to include about 300 products of best-selling digital standards in print form
- Generate monthly sitemaps to improve SEO readability for the ANSI webstore

Web Content Intern
Package Builders LLC // New York, NY // 2019

- Created and redesigned web pages and user experience using React, Redux, and Bulma
- Conducted UX research and designed pages to attract a target demographic
- Optimized technical performance and mobile responsiveness

Intern – Planner
Heartflow // New York, NY // 2018

- Assimilated and collected data of 50 test cases to support validation efforts
- Wrote Python code to format test case data in Unix environment to upload to algorithm in S3 AWS
- Evaluated all test data against measurement results fetched from S3 using Python

Media Services Graphic Design Assistant
NYU School of Law // New York, NY // 2017-2018

- Uploaded and reviewed documents and content uploaded to Drupal platform for 2 law courses
- Developed and edited graphics for educational videos and professional presentations
- Built educational modules to teach concepts in EdX across 2 semester-long courses