

# Daniel Jiang

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## WORK EXPERIENCE

### Online Marketing Specialist

*American National Standards Institute // New York, NY // Sept 2019 – Present*

- Multiplied annual sales across Amazon and webstore since start of employment from around \$400k in 2019-2020 to more than \$1.6 million in 2024
- Interpret 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
- Build and iterate 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
- Prototype and implement development projects including “Users Also Bought” feature that increased session sales revenue from top performing products by 200% and developed auto-formatting script for Amazon storefront
- Scrutinize and construct ANSI web properties built in WordPress and Hubspot for aging content; recommend or enact changes to improve content and product offerings; monitor and report the effect of these changes
- Report weekly on newly released products and integrate them into existing web content and new content for social media (graphics, tweets, posts, and videos)
- 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 \$16,000 in royalties over 6 months on initial test batch of 50 products and expanding catalog to include more than 400 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 // Jun 2019 – Aug 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, Inc. // New York, NY // Sept 2018 – Dec 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

*New York University School of Law // New York, NY // Jun 2017 – May 2018*

- Created and reviewed educational materials and video assets on Drupal platform
- Developed and edited graphics for educational videos and professional presentations
- Built educational modules to teach concepts in EdX across 2 semester-long courses

## EDUCATION AND AREAS OF EXPERTISE

### New York University, Tandon School of Engineering

*B.S. Integrated Digital Media // New York, NY // Aug 2015 – May 2018*

- **Platforms:** Google Analytics, Search Console, Google Ads, Tag Manager, WordPress, Hubspot, Adobe Creative Cloud, 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