Calvin Ieong

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# EXPERIENCE

Optimization Manager, Run Output, Toronto, Canada Area — 2013 - Present

* Led all conversion testing for multiple major industry clients with properties responsible for hundreds in millions of user traffic. Paired expertise in analytics and statistical analysis to work through business and testing challenges while creating new strategies. Constructed technical solutions with rigorous front-end development using JavaScript, jQuery (along with other external libraries), AngularJS compilation, CSS, Sass, and HTML while managing conflicts with WAFs.
* Applied in-depth knowledge of AB and multivariate testing using tools including Optimizely, Adobe, Test and Target, Optimost, and more. Drove conversion optimization ideation working directly with department director and team. Pre-implemented conversion path/click path analysis with information provided by data analysts.
* Implemented tag management rules using Google Tag Manager and Adobe Dynamic Tag Manager (DTM). Analyzed data and historical information from properties to create testing roadmaps that were reviewed by company and client stakeholders. In addition, was responsible for entire process of ideation and result distribution. Experiments and contributions resulted in an increase of over 10% gains for numerous clients as well as multiple retainers acquired internally.
* Managed team of junior developers on a weekly basis holding department meetings and projections of work. Interacted with clients on a consistent basis resolving issues as well as overlooking client relationships. Served as an active contributor within multiple optimization communities assisting other developers with critical issues.

Financial Representative Assistant, Northwestern Mutual, NY, NY — 2013

* Scheduled introductory and annual review meetings with clients. Completed applications dealing with client information. Performed cold calls and guided clients through financial process while recommending solutions. Learned and used the Personal Planning Analysis/Consolidated Client View/Network Illustration systems while helping the financial representative to increase productivity.

# EDUCATION

New York City College of Technology, Brooklyn, NY — Computer Science(BA), 2013

SKILLS

* Proficient in Ruby on Rails, JavaScript, HTML, CSS, jQuery, Bootstrap, Materialize, PostgreSQL, SQLite3, ActiveRecord, Git, Github. Experienced with Optimizely, Google Analytics, Google Tag Manager, and Adobe DTM. Certification for Google Analytics Individual Qualification(IQ).