Marcus **Snow**

FRONT-END DEVELOPER · WEB DESIGNER

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About Me

Programming: JavaScript • Bash • PHP • React
Analytics: SQL • Excel • Google Analytics
Tools and Frameworks: Git • Wordpress • Bootstrap • Google Tag Manager

Experience

EB Medicine *Norcross, GA*
ONLINE MARKETING MANAGER *2015 - 2019*
- Designed and coded responsive landing pages on EBMedicine.net using HTML5, CSS, Bootstrap, and jQuery.
- Implemented robust tracking and A/B testing using the Google Analytics Suite, Surveymonkey, and Pardot.
- Conducted SEO and keyword analysis to increase organic search traffic.
- Implemented PPC ad campaigns, grossing over $100k annually.
- Automated PDF-to-HTML process saving hours of labor from editorial department

RNN Group *Atlanta, GA*
OPERATIONS SPECIALIST *2015 - 2016*
- Created and maintained extensive records for research purposes
- Used Microsoft Excel to process millions of records weekly
- Worked independently as only operations specialist for the Atlanta Branch

Lionbridge *Remote*
WEB CONTENT JUDGE *2012 - 2013*
- Gathered information on current web trends for search engine research.
- Implemented prototype that users can obtain torrent magnet links of corresponding video relevant to an image on web site.

Projects

Poke A Tweet
SOCIAL MEDIA WEBSITE
- Twitter-like social media platform created with Javascript, Bootstrap, PHP and mySQL.
- Features user profiles, login and authentication, posting and a shared timeline.

MarcusSnow.dev
BLOG PLATFORM
- Created with React and GatsbyJS
- Deployed through Netlify.
- Features blog entries generated from Markdown files.

Education

Georgia State University *Atlanta, GA*
B.A. IN PSYCHOLOGY *2014*
- Awarded the HOPE Scholarship for academic achievement.

Awards and Certifications

Google Analytics Certified Awarded by Google
2018

Awarded Best Podcast of 2018 Awarded by Specialized Information Publishers Association
2018