Andrew Evans

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Full-Stack Developer and **Marketing Technology Specialist** with formal education at Lamar University and a Full-Stack Web Developer Certificate, bringing 4+ years of experience delivering front-end solutions that support digital marketing, user engagement, and business growth. Specializes in building user-friendly, responsive web applications, integrating APIs, and optimizing cross-platform performance with a strong focus on SEO, accessibility, and conversion-driven design. Experienced in Agile/Scrum environments, translating marketing and business requirements into scalable technical solutions through clear communication and data-driven decision-making. Leverages expertise in JavaScript, React.js, Node.js, HTML, CSS, MongoDB, MySQL, Webpack, Bootstrap, and Material UI to engineer applications across multiple industries while collaborating with marketing, design, and IT teams to enhance digital experiences, campaign performance, and customer satisfaction. Demonstrates leadership through cross-functional collaboration, operational efficiency, and continuous optimization of digital platforms.

MARKETING TECHNOLOGY & DIGITAL STRATEGY HIGHLIGHTS

✔ **Data-Driven Digital Marketing Execution:** Develops and optimizes multi-channel digital marketing campaigns including email, web, and paid media to drive engagement, conversions, and measurable ROI.

✔ **Marketing Analytics & Performance Optimization:** Leverages Google Analytics, UTM tracking, and campaign reporting to analyze user behavior, identify trends, and continuously refine messaging, targeting, and channel strategy.

✔ **Website & SEO Optimization:** Manages website content and structure with a focus on SEO, ADA/WCAG accessibility, responsive design, and usability to improve discoverability and user experience.

✔ **Strategic Campaign Planning & Execution:** Plans and executes promotional initiatives aligned with business goals, balancing creative direction with performance data to maximize impact across digital touchpoints.

FRONT-END DEVELOPMENT HIGHLIGHTS

✔ **Innovative Web Design and Development:** Designs and develops user-friendly, scalable web applications using modern front-end technologies, delivering responsive, high-performance experiences across devices and platforms.

✔ **Technical & Industry Knowledge Mastery:** Maintains deep knowledge of evolving technology standards, frameworks, and software development best practices to deliver maintainable, secure, and future-ready solutions.

✔ **Comprehensive Solution Engineering:** Collaborates with business and technical stakeholders to design, implement, and troubleshoot end-to-end solutions, ensuring seamless system integration and reliable performance.

✔ **Cross-Platform Performance Optimization:** Optimizes applications for speed, scalability, and reliability through efficient architecture, testing, and performance tuning across browsers and environments.

✔ **Leadership & Technical Collaboration:** Provides technical guidance and leadership within cross-functional teams, supporting best practices, problem resolution, and continuous improvement throughout the development lifecycle.

Digital Marketing Specialist
DuGood Federal Credit Union | Beaumont, TX | September 2025 to Present

- Execute and analyze **email marketing** campaigns with segmentation, A/B testing, and performance tracking.
- Measure campaign effectiveness using **Google Analytics, UTMs, and key digital marketing KPIs.**
- Manage website updates with a focus on **SEO, accessibility, and user experience optimization**.
- Support **digital advertisin**g and marketing technology initiatives through performance analysis and UX testing.
- Serve as a **front-end development resource**, building and refining UI components using HTML, CSS, and JavaScript to improve accessibility, responsiveness, performance, and overall user experience across digital platforms.

Web Developer
Elroh Technologies | Los Angeles (remote), CA | January 2024 to Present

- Designed and developed user-friendly, responsive websites for diverse clients, driving business growth through innovative layouts and superior usability.
- Collaborated with clients to understand business needs, tailoring each project to meet unique goals while maintaining top performance and security.
- Conducted regular audits to ensure compliance with accessibility standards (ADA/WCAG 2.1), implementing features like alt text, keyboard navigation, and screen-reader compatibility.
- Integrated modern frameworks (e.g., React.js) to create scalable front-end solutions, ensuring cross-platform and cross-browser compatibility and SEO performance.

Digital Media Consultant
Cumulus Media | Beaumont, TX | August 2024 to September 2025

- Developed and executed tailored marketing strategies across multiple media platforms, including radio, digital, and social channels, to meet client objectives and drive business growth.
- Built and maintained strong client relationships through regular communication, strategic planning, and delivering measurable advertising results.
- Worked with broad digital campaigns ranging from recruitment, sales, events, and brand awareness.
- Managed sales pipelines, negotiated contracts, and ensured the timely execution of campaigns to achieve revenue goals and exceed client expectations.

Full-Stack Web Developer
Freelance Developer | Beaumont, TX | April 2023 to Sept 2024

- Created user-friendly websites for diverse clients, enhancing business growth through innovative design, superior usability, responsive frameworks, and optimized cross-platform performance.
- Maintained up-to-date knowledge of technology standards, industry trends, and software development best practices, leveraging this expertise in front-end and back-end technologies to deliver efficient and scalable software solutions.

Marketing & Guest Experience Manager
Multiple Locations | Beaumont, TX | Feb 2017 to April 2023

- Owned marketing strategy and guest engagement initiatives for high-volume restaurants, driving traffic through digital and in-store campaigns.
- Executed promotional campaigns and analyzed performance to optimize messaging and customer response.
- Managed digital presence, customer reviews, and brand consistency.

CERTIFICATIONS
Certificate Full-stack Web Developer – University of Texas – 2023

EDUCATION

High School Diploma
Lumberton High School – Lumberton, TX – 2016

Associates Degree
Lamar University – Beaumont, TX, 2017 – 2019