Peter Quinn
Full Stack MERN Developer & Blockchain Specialist
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Professional Summary:
Dynamic Full Stack MERN Developer and skilled Technical Writer with over 5 years of comprehensive experience. Exceptionally proficient in driving business growth through data-driven decisions, innovative SEO strategies, and crafting user-centric software solutions. Demonstrates a deep understanding of B2B and B2C e-commerce, navigating various business sizes from small enterprises to large corporations with a strategic approach. Expert in blockchain technology, specializing in the creation of cryptocurrency Non-Fungible Tokens (NFTs) and marketplaces. Accomplished in Agile methodologies, fostering effective team collaboration and streamlined project management. Excels in various writing domains, ranging from technical documentation to engaging blog content, enhancing organizational communication and online presence.

Experience:
Lead Web Developer & SEO Specialist, *Nomadic Cooling*
Phoenix, AZ | January 2023 - Present

- Integral collaboration with the CEO, offering strategic insights to uplift business performance.
- Enhanced the company's digital footprint through robust SEO practices, web development, and product optimizations.
- Innovatively designed displays, layouts, pages, and sales strategies to enhance product visibility and performance.
- Worked on templates for new pages and created layouts optimized for various devices, including kinconey devices.
- Managed detailed data analysis on sales, bounce rates, traffic flow, and orders to drive strategic site optimizations.
- Conducted regular SEO audits and maintenance on product pages.
- Spearheaded the automation of blogs and integrated marketing tools such as HubSpot and MailChimp.
- Utilized applications such as Lucky Orange, heatmaps, pre-order, and pop-ups to analyze user behavior and enhance user engagement.
- **Key Contributions:** Innovated layouts for kinconey devices, managed product pages, and pioneered various strategic initiatives.
- **Achievements:** Boosted organic traffic by 30%, enhanced sales conversions by 25%, and grew weekly visits significantly.

Freelance Front-End Web Developer, *Quick Organics*
August 2022 - February 2023

- Spearheaded front-end development using TypeScript and ReactJS.
- Integrated with the Python back-end using Axios.

Healthcare Data Analyst & Web Developer, *Syllogistic Healthcare Consulting LLC*
2019 - Present

- Analyzed healthcare data, deriving insights and recommendations.
- Utilized web development skills to enhance the company's web platforms.

Education:
Full Stack Web Development Certification
University of Arizona, Tucson, AZ | December 2020 - May 2021
Skills & Expertise:

- **Senior Prompt Engineering:** Crafting sophisticated prompts for AI applications in SEO, web design, and data analytics.
- **SEO & Web Design:** Advanced strategies for search engine-friendly and user-centric websites.
- **Data Analytics & Tracking:** Proficient in analyzing datasets for business insights.
- **Side Business Development:** Applying technical skills to develop and manage online businesses.
- **Prompt Book Creation:** Authoring guides on prompt engineering for AI tool utilization.
- **Technical Skills:** JavaScript, TypeScript, Rust, Solidity, ReactJS, Next JS, HTML/CSS, NodeJS, Express, MongoDB, MySQL, NoSQL, SQL Server, Shopify, Wix, WordPress.
- **DevOps & Cloud:** AWS, Docker, Git.
- **Project Management:** Agile, Scrum, Wrike.