

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, Tri-Tek Electronics – Phoenix, AZ**

November 2023 - Present

- Responsible for the development and optimization of e-commerce websites including [tritekexpress.com](https://tritekexpress.com), [tritekelectronics.com](https://tritekelectronics.com), and [lowvoltageparts.com](https://lowvoltageparts.com).
- Utilize digital marketing tools such as Google Console, Google Merchant Center, and Google Ads to enhance online visibility and drive sales.
- Manage database operations and migrations across platforms like Shopify, Big Commerce, and Joomla.

#### **Lead Web Developer & SEO Specialist, Nomadic Cooling – Phoenix, AZ**

January 2023 - November 2023

- Spearheaded digital strategy and performance enhancement initiatives in partnership with the CEO at [Nomadic Cooling](#), significantly amplifying the company's digital footprint.
- Championed the development of cutting-edge web applications, showcasing Nomadic Cooling's dedication to quality and innovation.
- Implemented a comprehensive data-driven approach to website management, focusing on insightful B2B/B2C sales analytics for strategic decision-making and optimization.
- Employed advanced tools like heatmaps and live analytics to refine site functionality and user experience, ensuring strategic alignment with business goals.
- Led the design and execution of effective sales strategies in collaboration with the design team, resulting in conversion-optimized pages that align with the brand's identity.
- Masterminded SEO and content strategies, significantly enhancing site performance, online visibility, and user engagement.
  - Notable Achievements:
    - Elevated organic web traffic by 30%, solidifying the brand's online presence and reach.
    - Drove a 25% increase in sales conversions, markedly contributing to the company's revenue growth.
    - Successfully decreased website bounce rates by 20%, indicating enhanced user retention and engagement.
    - Accelerated weekly site visits from 350 to 3,000 within two months, demonstrating remarkable growth in audience reach and engagement.

## **Freelance Front-End Web Developer, Quick Organics**

August 2022 - February 2023

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

## **Healthcare Data Analyst & Web Developer, Syllogistic Healthcare Consulting LLC**

2018 - 2022

- Analyzed healthcare data, deriving insights and actionable recommendations.
- Employed statistical analysis and data visualization to discern trends in healthcare processes.

### **Education:**

#### **Full Stack Web Development Certification**

University of Arizona, Tucson, AZ | December 2020 - May 2021

### **Skills & Expertise:**

- **Senior Prompt Engineering:** Crafting sophisticated prompt for AI applications in seo, web design, and data analytics
- **Technical Skills:** JavaScript, TypeScript, Rust, Solidity, ReactJS, Next.js, HTML/CSS, Node.js, Express, MongoDB, MySQL, NoSQL, SQL Server.
- **Blockchain:** NFTs, Crypto Hashes, Cryptocurrency Transactions.
- **Platforms:** Shopify, Wix, WordPress.
- **DevOps & Cloud:** AWS, Docker, Git.
- **SEO & Digital Marketing:** Keyword Optimization, Backlink Construction, Competitor Analysis, E-commerce Strategies.
- **Data Analysis:** Healthcare Data Interpretation, Statistical Analysis, Data Visualization.
- **Project Management:** Agile, Scrum, Wrike.