

DERICK YOUNG

Software Engineer | Full-Stack Web Developer

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CAREER SUMMARY

Innovative Software Engineer with a demonstrated history in developing and implementing cutting-edge web solutions for various industries, including mortgage, retail, and transportation. Skilled in solving problems with full-stack web development technologies such as HTML, CSS, JavaScript, React, Node.js, Express, MongoDB and SQL. Focused on being a valuable part of any team I am on and believe in the team rising together. If one portion of the team needs help with a task, I have no issue jumping in to assist on anything required.

PROFESSIONAL EXPERIENCE

Oxford Priority Mortgage

Bakersfield, CA

Software Engineer

Aug 2019 – Sep 2023

Oxford Priority Mortgage is a California-based firm specializing in mortgage services for home buyers.

- Drove a 20% rise in lead generation by developing new sales funnels.
- Achieved a 35% higher conversion rate by streamlining lead qualification by developing custom lead generation tools.
- Developed an intuitive web application to improve document management and communication processes. This streamlined communication between loan officers, processors, and clients, leading to a significant reduction in processing time for MLOs.

FREON Group

Bakersfield, CA

Web Developer

April 2022 – Nov 2022

FREON Group was a freight transportation company that also operated a CDL training school. At its peak, the company had ~600 employees nationwide and a massive fleet size of 300+ trucks and trailers.

- Worked with a team of Engineers to completely recreate our entire site from scratch.
- Developed and implemented a comprehensive analytics system utilizing tools like Google Analytics and custom data processing scripts, that allowed the company to better understand what products and pages relate to customers and which products were being abandoned.
- Led an initiative to create a new sales funnel for the company that led to a 30% increase in customer conversion rates and a 7% increase in customers being able to reach customer care instead of abandoning carts.
- Enhanced operational efficiency by automating tasks such as enrollment procedures and internal reporting using custom JavaScript scripts, reducing manual effort and streamlining processes.

BlitzMetrics

Ads & Analytics Specialist

Bakersfield, CA

Mar 2018 – Aug 2019

BlitzMetrics is a digital advertising agency specializing in micro-targeted digital ad campaigns for brands such as Ashley Furniture HomeStore, TiVo, Design Pickle, USCCA, and ReDirect Health.

- Implemented advanced analytics tracking for multiple sales websites, leveraging performance data to deliver actionable insights to clients and drive optimization strategies.
- Optimized and enhanced paid social advertising campaigns to maximize effectiveness and achieve optimal results.
- Led an exceptional achievement by achieving and sustaining a remarkable 20x Return on Ad Spend (ROAS) for an enterprise retail client, generating over \$10M in revenue
- Conducted comprehensive analysis and reporting of clients' digital ad campaign results, providing regular updates on optimization strategies to enhance campaign performance and drive improved outcomes.
- Oversaw and coordinated a dynamic team of 15+ ad specialists and content creators, ensuring the meticulous execution and construction of advertising campaigns.
- Compiled and meticulously analyzed advertising campaign data to craft and deliver comprehensive weekly, monthly, and quarterly analysis reports to clients' senior management teams.

SKILLS

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|--------------|-----------------------|-----------------------|
| ● HTML5 | ● MongoDB | ● Troubleshooting & |
| ● CSS3 | ● Tailwind, Bootstrap | Debugging |
| ● JavaScript | ● Redux/Redux Toolkit | ● Git Version Control |
| ● TypeScript | ● API Integration | ● Visual Studio Code |
| ● React | ● Jest.js Testing | ● Chrome DevTools |
| ● Node.js | Framework | ● Webpack |
| ● Express.js | | |

EDUCATION

Cal State University Bakersfield, Computer Science - 2012