

Aaron Horowitz

Junior full-stack web developer with a background in marketing and SEO

EXPERIENCE

Milestone Inc., Santa Clara, CA — Digital Marketing Manager

JULY 2015 - APRIL 2018

–Researched and managed implementation of enterprise SEO initiatives for client base of **5,800**.

–Co-managed SEO team in Ahmedabad, India, overseeing goal-setting and providing continuous training.

–Oversaw annual website audits and quarterly ROI reporting for all clients

Revolution Prep, Santa Monica, CA – Multiple Roles

SENIOR ACCOUNT MANAGER, JULY 2014 - JUNE 2015

–Built & maintained relationships with key decision-makers at top high schools across the country.

–Maintained book of business and closed high-value leads through consultative process. **Close rate: 31%; re-up/retention rate: 90%.**

MARKETING CONTENT MANAGER, JULY 2013 - JULY 2014

–Designed & distributed weekly direct marketing emails to lead base of 200,000. Improved open rate & click-through rate via ongoing A/B testing.

REGIONAL OPERATIONS COORDINATOR, JUNE 2012 - JULY 2013

–Oversaw day-to-day operations of Southern CA sales region, and grew yearly revenue by **over 10%**.

Healthcare Communications Group, El Segundo, CA — Associate Project Manager

JANUARY 2011 - JUNE 2012

–Developed novel recruitment/retention strategies for GSK's Phase III HIV clinical trial; achieved **92% overall patient retention rate**.

EDUCATION

General Assembly, San Francisco, CA — Web Development Immersive

APRIL 2018 - JULY 2018

UCLA, Los Angeles, CA — Bachelor of Arts, Economics

SEPTEMBER 2006 - JUNE 2010

Minor: Public Policy

San Francisco Bay Area

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PORTFOLIO

aaronhorowitz.us

[linkedin.com/in/horowitzaaronj](https://www.linkedin.com/in/horowitzaaronj)

github.com/aaronhorowitz3

SKILLS

Javascript (ES5/6), jQuery, AJAX, Express, Django, React, Python, HTML/CSS

Extensive project management experience

Led/managed teams at multiple levels, working independently and cross-functionally

PROJECTS

All Ways – Web app that combines BART and driving directions:

allways.herokuapp.com

AWARDS

Eagle Scout Award, November 2005 – Boy Scout Troop 146, El Sobrante, CA