

Aaron Horowitz

Full-stack web developer with a background in marketing and SEO

San Francisco Bay Area

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EXPERIENCE

Web Development Immersive Student — *General Assembly, San Francisco, CA*

April 2018 - July 2018

Projects:

-Stance: a stock tracking site that provides a simple interface for viewing real-time/historical pricing data. Built on Python, Django, jQuery, D3, and AJAX.

-AllWays: a web app that delivers combined public transit (BART) and driving directions with one click. Built on JavaScript, Axios, Mongo/Express/Node.

-Bold Statements: a site to track/verify outlandish predictions made by friends, reporters, and public figures. Built on Python, Django, and jQuery.

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

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.

Senior Account Manager — *Revolution Prep, Santa Monica, CA*

JUNE 2012 - 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%.**

-Promoted from (reverse order): Marketing Content Manager; Regional Operations Coordinator

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.**

-Conducted community outreach for Abbott's Phase II Schizophrenia clinical trial, helping to recruit over 2,000 patients.

PORTFOLIO

aaronhorowitz.us

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

github.com/aaronhorowitz3

SKILLS

Javascript ES5 / ES6, jQuery

HTML5 / CSS3

Bootstrap, Semantic, Materialize
React

MongoDB, Express, Node.js

AJAX, Axios

Python, Django

AWARDS

Eagle Scout Award

Boy Scout Troop 146

El Sobrante, CA

November, 2005

EDUCATION

Bachelor of Arts, Economics **UCLA**

Los Angeles, CA

Minor: Public Policy

September 2006 - June 2010

Web Development Bootcamp **General Assembly**

San Francisco, CA

April 2018 - July 2018

