

# ADAM JULIER

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[AdamTJ.com](http://AdamTJ.com)

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## Summary

- Full-stack web developer with a versatile background and a great passion for always learning.
- Strongly focused on user-centric design, as well with modularity & scalability in mind.
- High attention to detail. Proficient working as part of a team, as well as autonomously.

## Technical Tools & Skills

JavaScript, React.js, Node.js, Express, Single-Page Web Applications, PostgreSQL, REST APIs, jQuery, Bootstrap, UX Design, Content Management Systems, WordPress, HTML, CSS, Version Control (git)

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## Professional Experience

**McMahon Medical Group** – New York, NY (2016 - Jan 2018)

*(Multiple properties including: AnesthesiologyNews.com, GeneralSurgeryNews.com, & more)*

*Web Analyst*

- Co-designed and designed the database structure for an internal web app which aggregates data from multiple various sources
- Creating reporting templates for medical advertising clients with detailed campaign metrics
- Analyzing and finding ways to improve key performance metrics including ad impressions, pageviews, ad clicks, eNewsletter open rates, ad viewability, reducing invalid/non-human traffic
- Managing web ads so that all are able to reach clients' goals, deploying eNewsletter campaigns

**Web Development, Digital Marketing, SEM, SEO, Analytics** – Self-Employed Contractor (2015 - 2016)

- Creating/updating sites & apps built to client's desired specifications, while also offering suggestions & digital strategies based on knowledge of best development practices, SEO, etc.

**Parchem-Fine & Specialty Chemicals** - New Rochelle, NY (2013 - 2015)

*Data Engineer*

- Responsible for managing all product data on both an established B2B site & a rapidly-growing B2C site, using SQL and custom Content Management Systems (CMS) to maintain backend databases
  - Improving SEO strategy in order to maintain & increase position as a top-ranking site in the industry
  - Created/maintaining an internal resource page using HTML/CSS/JS
  - Analyzing PPC marketing campaign keyword performance
  - Optimizing conversion rates using keyword performance, A/B testing, heat maps, referrer traffic data, etc.
  - Creation of various macros, scripts, tools, databases, reports, and forms used by salespeople/staff
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## Education

**Web Development Immersive** – General Assembly – New York, New York (Feb 2018)

- A 3-month full-time intensive program covering the processes of developing full-stack web applications using JavaScript, React.js, Node.js, Ruby on Rails, and more

**University at Albany** - Albany, New York (May 2012)

- Bachelor of Arts in Economics, with coursework in Computer Science