

ADAM JULIER

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AdamTJ.com

Summary

- Full-stack web developer with a versatile background and a great passion for always learning.
- Strongly focused on user-centric design, as well as 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)

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 & web 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
 - Creation of various automation macros, scripts, tools, databases, reports, and forms used by salespeople/staff
 - 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.
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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