

# ADAM JULIER

## Software Engineer / Full-Stack Web Developer

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

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### Summary

- Full-stack software developer with a versatile background in many areas of information technology.
- Strong focus on user-centric design, as well as developing products with scalability & modularity.
- Passion for learning. High attention to detail. Proficient working as part of a team, as well as autonomously.

### Technical Tools & Skills

JavaScript, React.js, Node.js, Express, React Native, Redux, Ruby on Rails, Mobile iOS & Android Apps, Single-Page Web Applications, PostgreSQL, RESTful APIs, jQuery, Bootstrap, UX Design, Content Management Systems, WordPress, PHP, HTML, CSS, Application Deployment, 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-created & designed the database infrastructure for an internal web app which aggregates data from multiple external 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, SEO, Digital Analytics** – Self-Employed Contractor (2015 - 2016)

- Creating/updating sites & web apps built to clients' 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*

- Managing all product data on multiple web properties, 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
  - Creating & maintaining an internal resource page using HTML/CSS/JS
  - Implementing SEO strategies in order to maintain & increase position as a top-ranking site in the industry
  - 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 (Mar - Jun 2018)

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

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

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