ALAN LI

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SKILLS

React, Javascript, HTML, Pug, CSS, SQL, Express, NodeJS, AJAX, Material UI, SEO, SEM, CRO, Adobe Target, Google Analytics, Google Tag Manager, Drupal

PROJECTS

Video Eats (VanillaJS, AJAX, Express, Node, Pug, CSS, Postgres)   live | github(frontend) | github(backend)

Video Eats is an app that allows users to search for restaurants in San Francisco and post video reviews and text reviews.

- Created functionality to allow users who are logged in to write reviews and rate a restaurant and delete their own review.
- Created site-wide search functionality to search for restaurants based on restaurant names and tags associated with restaurants using JavaScript and AJAX to fetch the backend database.
- Created login / sign-up functionality that calls the backend using AJAX and Postgres as the database.
- Responsible for frontend RESTful API convention and User Experience in a team of 3 engineers.

EXPERIENCE

Digital Marketing Consultant

Mah Agency, L.L.C.   Aug 2019 - Jan 2020

- Optimized 6 Google Ads campaign through ad copy testing and landing page optimization.
- Managed 6 websites and multiple domains including content, SEO, blogs, product pages.
- Implemented Google Tag and Google Analytics for all website and data collection.
- Developed 4 A/B tests quarterly using Google Optimize and JavaScript.

KaVo Kerr

Digital Marketing Specialist   Feb 2019 - July 2019

- Optimized websites to increase SEO score by 4%-6%.
- Analyzed website data using Google Analytics, Google Ads, and Tableau.
- Assisted in consolidation of internal websites and maintained relevant content on the website using Drupal 7.
- Optimized Google Ads campaign through ad copy testing and landing page optimization.

Performance Racing Industry

Digital Media Specialist   Jun 2018 - Feb 2019

- Developed fully responsive email marketing campaigns and using HTML and CSS.
- Developed and managed email campaigns using Salesforce Exact Target.
- Project managed and developed part of a new website in Drupal 8.

LQ Digital

Optimization Analyst   Apr 2017 - Apr 2018

- Developed 20-30 landing pages per month and used Adobe Target to perform A/B Testing.
- Optimized conversion and KPI rates landing pages, increasing conversion rate by 10% and KPI by 7% through an overhaul of landing page design.
- Developed landing pages rate using strategies such as CTA color change to make the CTA stand out more, led to a higher conversion rate. Increased conversion rate by adding more information for consumers.

EDUCATION

Full-Stack Software Engineering - *App Academy | Spring 2020*

- Rigorous 1000-hour software development course with <3% acceptance rate.
- Teaches full-stack web development: Python, SQL, JavaScript, React, TDD, algorithms, design patterns, and programming best practices.

Bachelor of Arts, Economics - *University of California, Riverside | 2010 - 2014*