

# ALAN LI

(415) 385-8920

[LI.ALAN011@GMAIL.COM](mailto:LI.ALAN011@GMAIL.COM)

[PORTFOLIO](#)

[GITHUB](#)

[LINKEDIN](#)

## SKILLS

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

## PROJECTS

**TemplateNote** (React / Redux, Python, Flask, Material-UI, React-Quill, Auth0)

[live](#) | [github](#)

*TemplateNote is a note taking web app that allows users to create templates for their notes.*

- Developed a single page web app using React / Redux to handle the state of each notebook and note for easy and efficient page navigation.
- Enabled dark/light mode feature for users who study and take notes at night to allow for a customized user interface.

**Prova** (React / Redux, Python, Flask, SQLAlchemy, Material-UI, MapboxGL, Nivo, Auth0)

[live](#) | [github](#)

*Prova is a run tracking app that helps visualize your progress with running with beautifully laid out graphs.*

- Ensured user privacy using Auth0 to create and authenticate users.
- Implemented MapboxGL API coordinates and routing to display interactive maps with a drawline tool to calculate distance and direction and saved the data to the backend server.
- Utilized React/Redux to render components for routes and Nivo npm package to render stats from backend to allow for a customized user experience.

**CookCamp** (React, Express, Sequelize, Material-UI)

[live](#) | [github](#)

*CookCamp is an app to help you project manage each time you start to cook.*

- Created authentication using bcrypt to ensure user privacy.
- Developed functionality to allow users to create and add projects to help manage their cooking using React Hooks for the frontend and Express server for the backend with Postgres Database.
- Leveraged material design library, Material-UI, to optimize UI and allow for consistent styling across the whole application.

**VideoEats** (JavaScript, Express, Node, Pug, CSS, Sequelize, Postgres)

[live](#) | [github](#)

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

- Designed functionality to allow users who are logged in to write reviews, 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.
- Developed login and sign-up functionality that calls the backend using AJAX so users can write and track reviews.

## EXPERIENCE

**Mah Agency, L.L.C.**

*Digital Marketing Consultant*

Aug 2019 - Jun 2020

- Optimized 6 websites and Google Ads campaign through ad copy testing, landing page optimization, and SEO.
- Implemented Google Tag and Google Analytics for all website and data collection.
- Developed 4 A/B tests quarterly using Google Optimize HTML, CSS, and JavaScript.

**KaVo Kerr**

*Digital Marketing Specialist*

Feb 2019 - Jul 2019

- Optimized websites to increase SEO score by 4%-6% by analyzing broken aspects of each website and fixing all bugs.
- 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.

**Performance Racing Industry**

*Digital Media Specialist*

Jun 2018 - Feb 2019

- Developed fully responsive email marketing campaigns and using HTML, CSS and Salesforce Exact Target.
- Managed development of a new website in Drupal 8 using BugHerd to track bugs and progress.

## EDUCATION

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

- Rigorous 1000-hour software development course with <3% acceptance rate.

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