

# ALAN LI

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[PORTFOLIO](#)

[GITHUB](#)

[LINKEDIN](#)

## 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