

Aaron Schnall

Web Developer

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WORK EXPERIENCE

Reporting Analyst, Data & Analytics Entercom

07/2019 - Present

Philadelphia, PA

Achievements/Tasks

- Introduced innovative digital web conversion campaign measurement capabilities across streaming audio and podcast channels that were directly tied to incremental revenue for the company
- Work with clients to implement, QA, and troubleshoot website pixels needed for campaign tracking
- Lead other campaign measurement initiatives such as foot traffic, brand lift, and app download attribution
- Support data & analytics initiatives, including dashboard set-up for campaign reporting and on-boarding of data into Business Intelligence tools

Media Analyst VaynerMedia

07/2018 - 07/2019

New York, NY

Achievements/Tasks

- Real-time media buying and optimizations across digital platforms for retail and telecommunications clients
- Set up and launched ads through Facebook, Twitter, Google, and Sprinklr ads manager
- Delivered and voiced-over weekly, monthly, and quarterly client-facing reports on key performance indicators, relevant metrics, and insights
- Used insights and metrics to provide assistance in media planning strategy for upcoming campaigns

EDUCATION

B.A. in Economics & Minor in Statistics University of Pennsylvania

08/2014 - 05/2018

Philadelphia, PA

CERTIFICATES

The Complete Web Developer in 2020: Zero to Mastery, Udemy

Covered wide array of web development topics & technologies from HTML/CSS, to advanced Javascript, React, and Redux with projects along the way

SKILLS

JavaScript

CSS

HTML

React.js

Redux

Node.js

Express

Git/Github

Sass

JQuery

SQL

PERSONAL PROJECTS

Income & Expense Tracker

- A full stack app using React.js for the front-end, Node.js/Express for the back-end, and PostgreSQL for the database. Features a hashed login and registration system. Once signed in, a user can input dates, descriptions, and amounts for all of their income and expenses.

General Knowledge Trivia

- A game of general knowledge trivia that displays multiple choice questions to the user one after another, and provides instant feedback upon selecting an answer. The app is built in React.js, and uses Redux + Redux-Thunk middleware to pull questions from the Open Trivia Database API. It is styled using the CSS pre-processor, Sass, and adheres to proper responsive design techniques.

Five Day Forecast

- A React.js app using the Redux library for state management. Fetches data from the Open Weather API and displays a five day forecast for the inputted city.

Movie Database

- A scaled down version of IMDB that allows a user to search for a movie title and be given back a list of movies. Each movie in the list contains a poster, title, year, synopsis, starring actors, director, user score, and an embedded trailer all pulled from the TMDB API. The app is built using React.js and React Hooks.

Video Search

- Utilizing the YouTube API, this app fetches videos based on a users' input. The app features a sidebar of relevant videos on the right side along with a video player in the center to play the selected video on the screen. React hooks are leveraged to manage state.

To Do List

- A to do list for all task tracking. Users can add, check off, and delete tasks. Makes use of JQuery and Sass for styling

Sports-Themed Hangman

- A game of hangman featuring a variety of sports as the guessing terms. Written with Javascript DOM manipulation, HTML, and CSS.