Brian Ly

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EDUCATION

University of Southern California (USC)   **DEC 2015**
- *B.A. Economics; Minor in Web Technologies and Applications (Minor GPA: 3.57); Dean's Honor List*

Relevant Coursework: Interactive Web Development [A-]; Web Application Project [A-]; User Experience Design[A]; Interactive Web Development[A-]; Introduction to Programming [A]

WORK EXPERIENCE

Smartify | Pasadena, CA   **AUG 2014 – JULY 2015**
Marketing Enablement
- Oversee website development and design, optimizing user experience by improving UI requirements
- Perform industry buzzword research to deploy web advertisements and increase web page visibility
- Generate sales leads through web marketing campaigns and coordination of email blasts
- Researching and quantifying the marketing technology ecosystem to gain a competitive edge

Millennium Systems Inc. | Irvine, CA   **MAY 2013 – AUG 2014**
Web Marketing Intern
- Increased web-traffic ranking(Alexa) by over 500,000 by reconfiguring website UX/UI design and SEO
- Revamped company branding by effectively displaying features and incorporating use of success indicators, decreasing website bounce rates by over 50% and increasing time spent on site by 30%
- Compiled key web statistics using SmarterStats to provide team insight when shaping marketing strategies
- Gathered intelligence on competitive landscape to gain a market advantage and construct sales proposal

Pink Martini Event Planning | Monterey Park, CA   **APR 2014–AUG 2014**
Private Web Marketing Consultant
- Consulted in strategies to improve web visibility including the use of SEO to increase search engine presence, social media/blogging, and improvement of overall site usability

Harmony Tree Learning Center | Monterey Park, CA   **JUN 2010 – AUG 2011**
Business Coordinator
- Strategically managed volunteer staff of 10-15 by determining organizational needs and distributing tasks
- Coordinated meetings to prepare course curriculum refinement, event scheduling, and strategic recruitment

LEADERSHIP

Trojanpreneur | Los Angeles, CA   **JAN 2015 – MAY 2015**
Front-End Web Developer
- Developed single page application using AngularJS as the MVC framework, interacting with REST API
- Created user interfaces using HTML5, CSS3, JavaScript, Bootstrap, and Angular Material Design
- Coordinated closely with team, employing Agile methodologies to complete project milestones

BrasilPost (*Huffington Post Brazil*) | BR   **MAY 2014 – Present**
Blogger
- Researched positive and negative economic indicators of Brazil, exploring their causes and effects
- Published an article discussing and predicting the point of economic convergence between Brazil and the US

International Social Fraternity of Delta Chi | Los Angeles, CA   **JAN 2014 – DEC 2015**
Active Member
- Coordinated a social event with a budget of $15,000 at fraternity house, attracting over 300 attendees
- Participated in philanthropy event that raised over $4,500 for the Jimmy Valvano Foundation for Cancer

Global Income Convergence Group | Los Angeles, CA   **MAY 2014 – MAY 2015**
Active Member
- Conduct research concerning the convergence of disparity between low and high income countries
- Develop computer program to facilitate research and data analysis of income convergence indicators

SKILLS & INTERESTS

Strong knowledge in HTML, CSS, Javascript, jQuery, Python, WordPress, Materialize, Bootstrap, Foundation
Proficient in MySQL, PHP, AngularJs, MongoDB, Github, NodeJS, ExpressJS, Vue.js, Heroku
Basic Knowledge in SASS, Ionic, React, Ember
Interests: Basketball, Scuba Diving, Cooking, Weightlifting, Pomade-crafting, Body-boarding, Hip-Hop, Skateboarding