Brian Ly

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EDUCATION

University of Southern California | DEC 2015 | B.A. Economics
Minor in Web Technologies and Applications (Minor GPA: 3.57)
Dean's Honor List; International Social Fraternity of Delta Chi

EXPERIENCE

Hai Dang CPA | Santa Ana, CA   `   MAR 2016 – CURRENT
Web Developer

- Leading the design, development, and deployment of company's website and web presence
- Designing site layout and developing user-friendly webpage using Bootstrap and HTML/CSS
- Assisting with IT and administrative needs, including software trouble shooting and client services

Smartify | Pasadena, CA   AUG 2014 – JUL 2015

WordPress Developer (4/15 to 7/15), Marketing Enablement (8/14 to 4/15)

- Worked with team to redesign the company website and independently handled development
- Designed site mockups and developed static web pages using WordPress, CSS, and WP plugins
- Analyzed sales and marketing metrics using SQL queries to retrieve targeted datasets
- Performed industry research to deploy web advertisements and increase web page visibility
- Generated sales leads through web marketing campaigns and coordination of email blasts

Trojanpreneur | Los Angeles, CA   JAN 2015 – MAY 2015
Front-End Web Developer

- Developed SPA using AngularJS as the MVC framework allowing for interactivity 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

Millennium Systems Inc. | Irvine, CA   MAY 2013 – AUG 2014
Web Marketing Intern

- Increased web-traffic by reconfiguring HTML elements and incorporating SEO best practices
- Revamped web marketing strategy by improving the website's UX and content creation
- Decreased website bounce rates by over 50% and increased time spent on site by 30% (Alexa)
- Gathered intelligence on competitive landscape to gain a market and sales advantage

BrasilPost (Huffington Post Brazil) | BR   MAY 2014 – AUG 2014
Blogger

- Researched Brazil's positive and negative economic indicators, exploring causes and effects
- Published article discussing the factors necessary for Brazil to sustain economic growth

LANGUAGES USED

Experienced in HTML, CSS, SASS/SCSS, JavaScript, jQuery, Python, WordPress, Foundation, GitHub

Proficient in MySQL, PHP, Angular 1, MongoDB, Mongoose, NodeJS, ExpressJS, Vue.js, Gulp, Materialize

Knowledge in Ionic, Meteor, React, Ember, Sequelize, LESS, Heroku, Adobe Illustrator

RELEVANT COURSEWORK

Python Programming [A]

Interactive Web Development (JS) [A-]

Web Publishing (HTML/CSS/jQuery) [A-]

Web Application Project [A-]

User Experience Design [A]

Database Development (PHP/MySQL) [B+]