# **Andrew Rowley**

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Frontend-focused Full-Stack Software Engineer with 2 years of experience building web applications. Passionate about problem-solving and creating scalable, performant web experiences.

#### **Recent Projects**

- LessonFeed <u>Live Demo</u> | <u>Github Repo</u>
  - Description: Social network/community for educators to post lesson plans and get feedback from other educators to improve them.
  - o **Technology**: Next.js, TailwindCSS, OAuth, Supabase Postgres Database.
  - o **Challenges**: User authentication, responsive design, protecting REST API routes.
- The Frank Store <u>Live Demo</u> | <u>Github Repo</u>
  - o **Description**: E-commerce site to purchase photos of classic Frank Costanza (Seinfeld) moments.
  - Technology: Next.js, TailwindCSS, and Sanity.io headless CMS.
  - Challenges: Global state management, cart item management, and implementing Stripe custom checkout functionality.
- Ilford Sprite 35-II Landing Page <u>Live Demo</u> | <u>Github Repo</u>
  - Description: A landing page built for one of my favorite recent purchases to test speed and SEO performance of the Astro web framework.
  - o **Technology**: Astro, Stripe Checkout.
  - o **Challenges**: Implementing server-side rendering, image optimization, and minimizing first contentful paint.

## **Experience**

## **QA Engineer, Partner Integrations**

**EZDRM** 

Jan 2023-Present

- Test and update streaming content encoding APIs via Javascript SDK to ensure integrations are up-to-date.
- Create multi-DRM protected content encoding workflows delivering content to Amazon S3 buckets.
- Review and identify points of improvement for partner API integration documentation.

#### **B2B Content Strategist**

#### Responsify

2019-Feb 2023

- Increased relevant site traffic by 40% and quality lead generation by 20% through customer-centric content creation based on SME, customer, and quantitative insights.
- Increased content usage and effectiveness by 25% through bridging user interests and client objectives across buyer journeys.
- Increased targeted engagement by 40% through identifying trends and evolving customer needs to keep brand front-of-mind for relevant personas, goals and topics.

## **Languages and Technologies**

• Languages: Javascript, Typescript, GraphQL, Python

• Technologies: React, Next.js, SQL, AWS, Node.js, Express, Tailwind CSS, Sanity.io CMS, Git, Stripe, OpenAI

• Other: RESTful APIs, SSR, ES6, OpenAI