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Andrew Rowley

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Software Engineer with a focus on problem-solving and adding business value through delivering engaging software experiences.

Recent Projects

- **The Frank Store — Live Demo**
    - An e-commerce site to purchase photos of classic Frank Costanza (Seinfeld) moments.
    - Technologies used include Next.js, TailwindCSS, and Sanity.io headless CMS.
    - Challenges included global state management, cart item management, implementing Stripe custom checkout flow.

- **Ilford Sprite 35-II Landing Page — Live Demo**
    - A landing page built for one of my favorite recent purchases to test performance of the Astro web framework.
    - Built with Astro to optimize site speed, SEO, and Lighthouse scores.
    - Challenges included optimizing images to reduce the largest contentful paint time and implementing responsive design across devices of all sizes.

Experience

QA Engineer, Partner Integrations　　　　　　**EZDRM**　　　　　　　　　　**Jan 2023–Present**
- Test and update streaming content encoding APIs 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 API 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.

D2C Marketing Coordinator　　　　　　　**Fumoto USA**　　　　　　　　　**2016–2018**
- Increased email engagement and conversions by 20% and 15%, respectively, across 17K+ subscribers via email marketing initiatives.
- Increased Facebook following by 9900% in 3 months through implementing video content optimizations.
- Reduced customer support queries by 90% by authoring 65+ self-service articles.

Languages and Technologies

- Languages:　　Javascript, Typescript, Python
- Technologies:　React, Next.js, Vite, GraphQL, AWS, Node.js, Express, Tailwind CSS, Sanity.io, Git, Stripe, OpenAI
- Other:　　　　REST APIs, SSR, ES6