

JOSHUA ALLAN

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SUMMARY

Innovative Full Stack Engineer with expertise in both software development and digital marketing. Offering 10+ years of professional marketing experience, coupled with nearly three years of professional developer experience. Quick to learn and master new technologies, and able to work in both team- and self-directed environments.

DEVELOPER EXPERIENCE

Full-Stack Software Engineer

April 2021 - November 2023

Paymerang, Richmond, VA

- Implemented new Onboarding process through the creation of an externally facing web application, utilizing Remix, ReactJS, TypeScript, GraphQL, reducing the overall time for onboarding from weeks to days.
- Key participant in the migration from SQL Server to PostgreSQL, providing code refactoring in JavaScript, TypeScript, and C# .Net, ensuring that data integrity and that all applications continued to work.
- Using React/Remix, replatformed main frontend application, providing a better end-user experience to customers. Additionally, used GraphQL for backend database calls to a Postgres database,
- Provided valuable insights into conversion of DynamoDB to PostgreSQL, utilizing institutional knowledge, ensuring that the data move provided all applications the needed data.
- Provided valuable mentorship to new members of the team, as well as, existing members, ensuring knowledge-share was a key aspect of the daily process.
- Provided application support during rotations on the First Response Team (FRT), ensuring that all application support issues were handled within Service Level Agreements (SLAs).

EDUCATION

Coding Certificate: University of Richmond (Richmond, VA)

Developed the necessary skills to build full-stack (MERN) apps in a 6-month boot camp.

Bachelor of Arts: Brigham Young University (Provo, UT)

Communications major, with an emphasis in Advertising.

SKILLS

Languages: JavaScript/Typescript, HTML, CSS, SQL, PostgreSQL, GraphQL

Technologies: React/Remix, Hasura, AWS, Node.js, Tailwind CSS, Jest/Vitest, Git, Azure

ADDITIONAL EXPERIENCE

Director of Customer Marketing

2018 – 2020

FreshLime, Lehi, UT

- Defined the company's mission & purpose in a brand foundation booklet.
- Rebuilt the company website using Wordpress, taking lead on both content & development.
- Launched a company-wide referral marketing program.
- Implemented a webinar series to drive demand generation and increase sales.

Chief Brandsmith

2017 – 2019

Moniker Branding, Provo, UT

- Acted as Managing Partner of the startup branding agency.
- Created and updated company digital presence to enhance marketing efforts through a professional website, and optimized social media profiles.
- Oversaw the agency's brand and marketing efforts to enhance its visibility and reputation.
- Guided clients through a structured branding workshop, facilitating the development of their brand story.

Director of E-Commerce

2016 – 2017

BetterBody Foods, Lindon, UT

- Established and launched the company's first e-commerce strategies and channels (Amazon.com, Walmart.com, and BetterBodyFoods.com), and increased annual sales by over \$600k.
- Managed relationships with several marketing agency partners, and acted as Interim VP of Marketing for 3 months.

Digital Marketing Specialist

2015 – 2016

Revere Health, Provo, UT

- Cultivated and managed relationships with various online marketing vendors.
- Executed and delivered on inbound marketing strategies.
- Supervised all aspects of website updates, including design, content, and technical enhancements.
- Developed comprehensive online marketing campaigns for physicians/clinics, encompassing blog posts, pay-per-click ads, and email nurture campaigns.

Enterprise SEO Analyst

2010 – 2015

OrangeSoda, American Fork, UT

- Successfully contributed to the growth of national brands and organizations through effective organic marketing strategies.
- Played a key role in removing Google penalties from client websites.
- Led the planning of content marketing strategies and performed detailed website analyses, implementing onsite optimizations for SEO clients.
- Provided training to other SEO strategists within the company and created templates, including website analysis and landing page optimization templates, used throughout the organization.