

Xu Kevin C.

Web Developer | Digital Marketer
business.xukevin@gmail.com

WORK EXPERIENCE

Home Depot Online — Marketing Head / Programmer

July 2023 - Present

- Effectively manage and curate content for the Facebook page, utilizing captivating photos and videos to maintain a consistent and engaging online presence. Implemented strategic Facebook ad campaigns to enhance reach and engagement.
- Implemented Facebook Pixel and Google Analytics on the website to track user interactions, gather valuable data for targeted advertising, monitor website traffic, user behavior, and key performance indicators, ultimately utilizing insights to make informed decisions, optimize user experience, and enhance conversion rates.
- Handled website and database issues by troubleshooting technical functionality and performance issues, implementing security measures, regularly updating and maintaining the website for optimal speed and responsiveness, and ensuring the smooth operation for day to day operations.

Red Core Solutions — Laravel-Vue JS Developer

Sept 2022 - January 2023

- Troubleshooted and fixed legacy Laravel-Vue projects. Automated manual data entry into sql queries for more efficient data input. Tested system functionalities and created user hand manuals for projects.
- Developed and transformed a legacy system into an up to date Laravel, Vue-TypescriptJS project. Provided quality assurance to key modules for undergoing development systems. Keeping fellow developers and project managers updated with daily issue logs.
- Collaborated within a dynamic development team to design and implement a robust legal records management system, customized to meet the specific needs of prominent multi-billion-dollar companies. The system significantly improved data organization, accessibility, and ensured adherence to regulatory standards.

Taktyl Studios — Web Developer Intern

Nov. 2020 - Mar 2021

- Enhanced functionalities and conducted maintenance for a Laravel project. Implemented significant modifications to various modules, including refining the PayPal payment gateway, optimizing notification systems, and enhancing voice conferencing features. Proficiently managed regular deployments through the server using Git version control.

PROJECTS

CharitAble — [Github](#) *Awarded as Best Capstone*

Laravel, VueJS & Solidity, OpenZeppelin—Designer & Developer

A crowdsourcing platform to provide donors with greater levels of transparency through programs, donations integration with blockchain and automated withdrawals for charities.

APIs that were used are the following: PayPal, Paymongo for donations, Wise for automated charity program withdrawal, and lastly, Openzeppelin in conjunction with Web3 and Solidity to integrate any donation/withdrawal transaction to the blockchain.

SKILLS

Good verbal & written communication skills
Team player

“Get-it-done” Attitude

Excellent “Google-ing” Skills

PROGRAMMING LANGUAGES

Front-End

Vue3, Bootstrap 5,
Elementor Builder

Back End

PHP - Laravel , WordPress

Blockchain

Web3 , Solidity,
OpenZeppelin

TOOLS

Data

Google Analytics
Facebook Pixel

Design

Canva
Photoshop
Sony Vegas

Productivity

Asana , ChatGPT , Trello
Zendesk