

ROBIN M. DUONG

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chimeracreativelabs.com

PROGRAMMING SKILLS

Front-End		Server-Side	Back-End	Other	Tools
React	Axios	ASP.NET	SQL	Version Control	Visual Studio
JavaScript	jQuery	C#	TSQL	OOP	VS Code
HTML5	Ajax	.NET Core 3.1		Agile/Scrum	SQL Server Studio
CSS3	Bootstrap 4	ADO .NET		Git	Postman

EXPERIENCE

Full-Stack Web Developer
WebMall

May 2020 – August 2020
Culver City, CA

- WebMall is an e-commerce platform that allows brands to livestream sales events, and engage with customers on a single dynamic, easy-to-use portal.
- Improved user journey by building dynamic user dashboard that features abandoned shopping cart items, recommended products, and upcoming live product demos.
- Facilitated vendor-client conversations, and simplified event scheduling by creating schedule availability page that allows vendors to post their availability for live video calls.
- Created dynamic pages using third-party React libraries, such as Formik (form validation), Yup (data validation), and Moment (for datetime formatting).
- Produced a single-page application, utilizing state management and React Router.
- Participated in daily scrum, and followed Agile and version control best practices.
- Technologies: C# .NET Core, React, multi-tiered SQL procedures with primary and foreign keys
- Software: VS .NET, VS Code, MS SQL Server Management Studio, Git, Postman

Digital Marketing Analyst (SEO)
DISQO

Dec 2016 – Mar 2017
Glendale, CA

- Built and managed Google Ads account for online market research company with population of 5.3 million identity-verified research participants.
- Led web development and design teams in creation and A/B testing of new landing page, achieving 180% increase in average campaign conversion rate.
- Saved \$1,500–2,100/month by blocking inefficient, low-conversion keywords and ad placements.
- Decreased CPC (cost-per-click) by 55–77% per ad campaign by writing improved ad copy.
- Generated \$350–500 revenue per day by increasing campaign keyword conversion rate by 35%.
- Boost campaign quality score from 3 to 5, and account health score from 68% to 95%.
- Automated hourly bid adjustments, and organized data into daily e-mail reports with Ads scripts.
- Software: Google Analytics, Google Ads Editor, MS Excel (Solver, macros, VLOOKUP)

EDUCATION

University of California, Berkeley

Berkeley, CA

Bachelor of Science, Environmental Economics and Policy / English Minor